## PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE St., NEW YORK.

Vol. XV. NEW YORK, April 15, 1896.

No. 3.

A VERY LARGE IF...

## and a Special Rate for Cash in Advance

If your paper has a larger circulation than any other in your town, city, county, Congressional district or State, or than any other of its class, it will pay you to keep the fact before the eyes of advertisers. You can print your statement in Printers' Ink once a week for a year, 52 times in all, for twenty-six dollars a line, or once a month for a whole year for six dollars a line. If you will send a check in advance in full settlement the price will for the present be reduced to \$20 a line for every issue or \$5 a line for once a month. The order will also entitle you to a year's subscription to Printers' Ink, the paper to be sent to any address you furnish. If you favor us with an order, address, with check,

PRINTERS' INK,
10 Spruce Street, New York.



It secures their confidence and wields a greater influence than all other publications combined. It is part of their individual lives.

1,600 local weeklies.
61 per cent are only papers in their towns.
Located in New England, Middle and Southern States.
One-third of all the country readers of Atlantic Slope reached weekly.
One order, one electrotype does the business.
Catalogue for the asking.

#### ATLANTIC COAST LISTS.

134 Leonard Street, New York.

#### PRINTERS INK.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 39, 1803.

Vol. XV.

NEW YORK, APRIL 15, 1896.

No. 3.

ADVERTISING A CIRCUS. By George J. Manson.

There are several peculiar features connected with advertising a circus. Bill-boards, lithographs, small circulars and hand-bills are used in both city and country, but newspaper advertising, so says Mr. R. F. Hamilton, the press agent of the Barnum & Bailey circus, is the best and cheapest scriptions in cold type. form of announcement for the large You can place a page, or half cities. having a circulation of 100,000 or 200,-000, at less cost than you could print and distribute circulars that would reach these same people. While this remark may be true in regard to the ways now becomes apparent.

the same may be said of many ignorant persons among our foreign-born population in the large cities. again, the circus depends very largely upon the patronage of children, and the grown folks whom the children induce to take them to the "show." Of course, young people are more quickly influenced and impressed by highly-colored pictures than by de-

When I asked Mr. Hamilton which kind of advertising was most valupage, advertisement in a newspaper able to the circus he said the question was an interesting one and had never been put to him before, but that it was one impossible to determine. The circus appeals to such a variety of persons-the rich, the poor, the young, population of large cities it would not the old, the educated, the rich, conapply to towns and cities of small pop- servative moralists and modern "sports" The circus, for instance, -that the aim of the advertising is to goes to a town having a population of reach "all sorts and conditions of five thousand. The circulation of the men." While, in a general way, he papers in such a town will be limited, regards newspapers as the best meprobably not more than 700 or 800 diums of advertising, he says that no The population of the county circus proprietor would dream of relymay be 30,000. In order to reach ing upon them alone, especially in view this population other means of adver- of the fact that circus posters have for tising besides newspapers have to be years been considered the special The value of big colored post- method of announcement. It is also ers, placed on the sides of barns, and the case that the circus advertises itsmaller bills on fences along the high- self, and it would be curious to know how far this fact conduces to its finan-One important reason why the cir- cial profit. To illustrate; the circus cus proprietor uses these large colored is going to be at Middletown, N. Y., posters more freely in some parts of on a certain date, we will say, two or the country than others is because a three weeks hence. People away off good part of the population may not in Wurtsboro, Monticello and places be newspaper readers. They must be thirty and forty miles distant are talkappealed to through the eye. This ing about going to "the show," alremark would apply particularly to though no printed announcements of the State of South Carolina, where the the event have been made in their imblack population outnumbers the mediate locality. How does the news whites in about the proportion of travel? A farmer from one of these three to two. You could not expect back country towns, away up among to get the custom of that class of peo- the mountains, has been down to Midple through ordinary newspaper an- dletown to sell some produce, or buy a nouncements; they must be reached horse, and he brings the news to the through pictorial representation. And country store, telling his listeners of

the beautiful "colored pictures" of thereon portrayed, in homely phrase, lodging-houses, feed stores, livery sta- editor with one or more barouches, bles, newspapers, and, indirectly, to taking him and his friends to the per-the merchants and tradesmen of the formances, showing them around berounding country.

The largest part of circus advertising is done in advance. What is called & Bailey show is done by between 75 and 80 men under the direction of a general agent, a railway contractor, an excursion agent, a general contracting free advertising in the local columns gins in midwinter, about four months ten to twenty-five or thirty. The field. The excursion agent follows, the asking. Under these circummaking special excursion rates on roads stances I was not surprised when Mr. leading into the towns where the circus Hamilton informed me that the relais to appear. Then the general con- tions between editors, publishers and tracting agent and his assistant start circus press agents were of the most out and make contracts for feed, lot, pleasant description. He said that in accommodations for advance, livery his fifteen years of experience he could teams, bill-boards, and everything that recall but two differences he had had is necessary for both the advance and with such people. the show.

following, properly filled out:

The coupon indicates that the questhe circus and describing the wonders tion of free tickets plays a somewhat important part in circus advertising. but with an earnestness of manner that The advance agent gives the editor only this subject can arouse. Mr. Ham- tickets for himself and his family, ilton gives it out as an aphorism that and, later on, another agent of the there are only three striking events in show gives him extra tickets for extra the annual life of a back-country resi- local notices and specially-prepared dent that are the special subject of talk items, intended to attract attention of and comment—a marriage, a death readers to the show. In fact, it may and the circus. In and near the town be said that every one connected with where the circus exhibits its coming the paper, from the editor down to is really the all-important event of the the printer's devil, gets one or more year, not only as an amusement feature free tickets of admission. It is genbut because it gives a "boom" to busi- erally the case, also, that an agent of ness, directly to the hotels, restaurants, the circus calls at the house of the place, who find increased sales from hind the scenes, and as a country edithe crowds that flock in from the sur- tor once remarked to me, in speaking of the joyful experience, "they treated us like lords and ladies." All this pays for the notices in the local col-"the advance work" in the Barnum umns of the journal. Theatrical companies, on the other hand, have to pay cash for these notices in suburban journals, while they receive plenty of agent and an assistant general contract- of the city newspapers. The number ing agent. A general press agent makes of tickets given to editors by the cirthe contracts for the regular advance cus press agent is left to his own disnewspaper advertising. The work be- cretion, and will run all the way from in advance of the opening of the show, dramatic editor of a newspaper pubwhen the route has been laid out and lished in any one of the large cities the railway contractor is placed in the can always obtain a private box for

When an advance agent of the Bar-When the advertising has been con- num & Bailey Show learns that another tracted for in a newspaper the agent circus is going to cut in on their route, gives the publisher an order like the the opposition is killed or its plans materially changed by a phenomenal

Form 60. Treas. Barnum & Bailey: Pay bearer..... ...... Tickets to be used exclusively by the Press, in exchange for liberal Local Notices.

Agent.

F. 60-1500.

THE BARNUM & BAILEY GREATEST SHOW ON EARTH.

P. T. BARNUM & J. A. BAILEY.

Present for Payment at 2 o'clock P. M. at Ticket Office, with Cuts and Papers.

amount of advertising. A "skirmish-journal with a good circulation to ening car" is sent out with a large corps ter into such an agreement with the Special advertisements and competitor, notices are inserted in the newspapers. ed banners are swung from awnings, saloons and vacant windows are hung out like water on advertising of every the expenditure is said to be justified vertising bills of the Barnum & Bailey car and newspaper advertising.

town of 10,000 population there may This, journals shall be the same. injustice to the advertiser, because the press agent, after that.' circulation of one newspaper may be 2,000, of another 1,000, and another will only have 500 readers. A stranger, not knowing anything about the respective circulations, if he advertises in all the journals, will be paying as much to the paper of small circulation that is of no use to him as he will be paying to the one having a compara-tively large circulation. This idea obtains mostly among newspaper pro-prietors in Western towns, and Mr. Hamilton, who has had a great deal to do with advertising, says that it is bad business policy for the proprietor of a

of billposters in charge of a special owners of inferior newspapers. Under manager, and the contested towns and such an arrangement the paper of the surrounding country are thoroughly better class injures itself and helps its

The announcements of the Barnum All the bill-boards in the show town, & Bailey circus-all of which are writthe adjacent towns, and the available ten by Mr. R. F. Hamilton, the press barns and fences in the surrounding agent, who was formerly a well-known. country are secured and covered. Print- New York newspaper man-have been considered by son e people as extravagant in style. Mr. Hamilton says with lithographs, and money is poured they are truthful and much more to be depended upon than the advertis, ments description. It is said that more cash of merchants. He says if they emis often spent to do this work than will ploy 950 persons in the show he will be taken in on show day, but the idea say 1,000, which is a legitimate amount is to teach the opposition a lesson, and of extravagance. On the other hand he will announce an act in which 50 by ultimate results. The ordinary ad- horses are to appear. The truth is that 51 appear, but the number 50 sounds circus will reach from \$2,000 to \$2,500 better and is more euphonious. The a day, the most expensive item in the effect is to impress the reader with business next to transportation. The certain facts, and a trifle of exaggeraadvance work represents from 25,000 tion or underrating should not count to 75,000 sheets of pictorial paper; against the statement which is sub-5,000 to 10,000, in 42 varieties, of iith- stantially true. He says that when a ograph window work; !10 varieties of merchant wants to advertise a special wall paper; six different sorts of other sale at his store he states that the goods publications in regular, and eight in will be offered "50 per cent below opposition work, besides banners, street cost," a manifest absurdity. A merchant receiving an importation of The average rate paid to newspapers \$5,000 worth of goods will announce, outside of the large cities for circus "\$500,000 worth of goods sacrificed." advertising is about \$5 a column. Last year, Mr. Hamilton tells me, a Mr. Hamilton says that there is con- Chicago firm advertised \$2,000,000 siderable injustice in the matter of worth of goods which they said they advertising rates. To illustrate: In a had obtained from a defunct establishment; it turned out that they had only be found published there from four to bought \$15,000 worth. A firm in Pittssix daily newspapers. The business burg assured the public that they had managers of these different journals bought \$1,000,000 worth of goods from enter into an agreement, by which the the same firm when it was proven they advertising rates of their respective had only \$637 worth. "Do not," said Mr. Hamilton, "oh! do not talk to Mr. Hamilton points out, is a manifest me about the exaggeration of the circus

#### IN COLONIAL TIMES.

The science and skill displayed in advertising in modern times were not thought of in tising in modern times were not thought of in colonial days. The whole number of printing presses in the country, prior to the Revolution, could not have been much above forry. The printers mostly combined bookselling with their business, while not a few engaged in the selling of groceries, fancy articles, and a general assortment of goods.—Industrial Evolution of the United States, by Carroll D. Wright, p. 68.

THE law of gravitation is not more infallible than the natural tendency of that species of news which bears the designating term of "advertisement" to the daily newspaper.— Baltimore American.

#### NEWS AND FICTION.

A great deal is constantly said about the enterprise of the newspapers in securing in-formation from all quarters of the globe, and a good deal of the commendation which this enterprise receives is deserved. But what readers of the newspapers crave to-day is not so much news as truth. They are weary of reading columns of telegraphic reports and then finding the next morning that their time has been wasted on a tissue of misrepresenta-tions, or of actual fiction. A proportion of the so-called news matters in many of the newspapers is mainly fabrication. It is manufactured on a basis of fact so slender that a very often it is made out of whole cloth. In this matter, as in the expression of editorial opinion, there is a lamentable lack of sense of responsibility among many American ed-itors. Not long ago, when there was a real tension of feeling between this country and Great Britain, the report was started that the Great Britain, the report was to visit American waters, and this in turn was followed by the report that Great Britain was negotiating for the purchase of Cuba. Both reports were preposterous on their face, and yet they were gravely spread out, with startling head-lines. As a matter of fact, they were unqualified lies. They were deliberately manufactured for the purpose of filling newspaper columns with something sensational. These reports were no sooner printed than they were denied, and this sort of thing has now gone on so long that newspaper readers are becoming skeptical of everything they read. The most intelligent of them no longer believe anything in the way of a news statement until it has been confirmed. They have been misled too often. In the long run this kind of humbug is as bad from a business point of view as every other kind of humbug. It reacts in the every other kind of humbug. It reacts in the hardened incredulity of the reader, and defeats itself by destroying the very possibility of excitement which the newspaper editor wishes to produce. The matter is not worthy of discussion from the ethical side, for the element of dishonesty in it is too evident to need anything more than plain characteriza-tion. What does need enforcement, in order to reach a good many of the men who sow falsehood broadcast as if it were truth, is the fact that it is very bad policy. Nothing pays a newspaper better than to establish a tradi-tion for truthfulses; anothing harms it more tion for truthfulness; nothing harms it more in the long run than to create the impression of untrustworthiness. There are great opportunities in this direction at the present moment.—The Outlook.

#### ADVERTISING POETRY.

In a general way poetry is good in advertising where it is well written; correct in construction, so that it will appeal to educated people; full of swing and rhythm, so that it pleases the ear, and short enough to be inviting in appearance and easily retained in the memory. If, in addition, it is witty, in the memory. If, in addition, it is witty, and has a cleverly turned point so that people will not only remember it, but will tell it to other people, it certainly constitutes good advertising. But if you must rely upon yourself to get up your poems, and you've never written a line of it in your life, or if you are going to turn over this work to your office boy simply because he has the least to do of any one around the place, my advice to you, for the sake of a long-suffering public—and your trade—is, don't do it, for of all kinds of poor advertising poor poetry is the poorest.—Chicago Record.

#### SPECIAL AGENTS.

This group may be roughly divided into three types as follows:

First. He who is appointed by a newspa-per to represent its business interests in a "foreign" city, with power only to obtain advertising and attend to the various transac-

advertising and attend to the various transac-tions incidental to the same, an office being provided by and maintained at expense of the newspaper, and for which services the agent is paid a certain salary.

Second. He whose appointment is on a commission basis and whose payment from the paper is proportionate to the aggregate amount of cash paid by the advertisers whose contracts he obtains. Such a one usually maintains his own office and pays all incimaintains his own office and pays all inci-dental expenses arising in his efforts to ob-

tain advertising.

Third. He who owns space in the newspaper he "represents," having bought it at a certain low figure and having full power to say and do what he pleases in his endeavors to sell it at a higher price without interference from the paper. - Newspaper Maker.

#### WINDOW CARDS ON STATE STREET.

Even during the coldest weather of last week people were observed to pause and read some of the witty window cards which are always found in some of the State street stores. Here are a few:

"Here is where the retailer undersells the

maker. "Do as we do. Get the most for your

money."
"There are no 'ifs' or 'ands' about these

"A newness in the style and a crispness in the price. Our prices make trade. One buyer sends

another.

"Were you in Paris you would wear these. Why not here?" (Of millinery.)
"It's the fashion now to buy the buttons first. What's left buys cloth to trim them with. Enough is saved on our buttons and trimmings to about pay for the dress.

The only way you can beat our rugs is to dust them."—Chicago Dry Goods Reporter,

#### LONDON'S AUTOMATIC DOCTORS.

"I saw a 'doctor' something advertising wagon a few minutes ago which reminded me of the 'automatic doctors' of London.
They are curiosities, indeed, and may be found all over the great metropolis. The automatic doctor is a slot machine, made to represent the anatomical parts of the human frame, with slots to represent all sorts of bodily complaints. For instance, by dropbodily complaints. For instance, by dropping a penny in a slot in the forehead you'll get a prescription for a headache. By putting a penny in a slot in the big toe of the machine, you'll get a prize in the shape of a corn or bunion cure. Every ill that man is heir to is provided for, and antiseptic dressings for cuts, tonic for bald heads, and even a cure for the prevalent illness called theree. a cure for the prevalent illness called 'katzenjammer' are disposed by the silent doctor-apothecary. The machine is in great dis-favor with the medical fraternity."—Buffalo

#### A MATTER OF WORDS.

Museum Proprietor-What's wrong with our new midget? He doesn't seem to draw, Manager-Of course not. See what a mes you've made of the advertisements. You've put his height at three feet. Make it thirty-six inches and the people will come with a rush:





If you really have a good thing for sale

## The Sun

is the proper medium through which to & advertise it & &



Address THE SUN, New York.





The point of Judicious Advertising is to direct it

## ..TO THE MASSES..

You should try to reach the greatest number of people, with the smallest amount of expense

# The Chicago Dispatch

has a circulation of over 65,000 copies daily, and is read by a great majority of people in and about Chicago

IT HAS BROKEN ALL JOURNALISTIC RECORDS OF THIS OR ANY OTHER COUNTRY

Address

### THE DISPATCH

115-117 FIFTH AVENUE

CHICAGO, ILL.

# \$1,000

# Cash Prizes Ad-Smiths

For full particulars send for a ninety-two-page pamphlet, telling all about the American Newspaper Directory, its aims, objects and methods. This pamphlet has been specially prepared for the use of adsmiths in the competition invited for the \$1,000 in Cash Prizes offered for the advertisements best calculated to sell a book. The pamphlet is now ready and will be sent free, postage paid, to any address.

Address all communications to

THE EDITOR OF

THE AMERICAN NEWSPAPER DIRECTORY,

10 SPRUCE ST., NEW YORK.

PRIZE ADVERTISEMENT FOR THE AMERICAN NEWSPAPER DIRECT-ORY—THIRTEENTH WEEK.

In response to the announcement inviting ad-smiths to compete in the construction of an advertisement calculated to sell copies of the American Newspaper Directory, the number of advertisements received for the thirteenth week, ending April 7th, was seventeen. First choice was given to the advertisement on page 11. This advertisement was written by G. C. Earle, of Richmond, Va., and appeared in the Weekly State of that place of April 4th. In the original it occupied 64x94. The "Sun, Moon and Stars" advertisement was written by Mr. Chas. F. Jones, of Chicago, and appeared in the Louisville, Ky., Commercial, of March 17th. It is reproduced here because of its excellence. Mr. Jones, who, it will be recalled, won the PRINTERS' INK Vase, has had the additional distinction of having American Newspaper Directory ads of his twice reproduced, as closely pressing the winner of the weeks in which they were respectively published. The first advertisement in the competition appeared in PRINTERS' INK of January 22d. The last ad-



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vertisement will appear in PRINTERS' INK of July 15th. No advertisement will be considered which reaches the editor of the American Newspaper Directory later than July 4th. The result of the competition will be announced in the issue of July 22d.



### An Advertiser of Prominence Said:

My financial interests demand that I know all that is possible to know about newspapers' circulation. Experience has proven that the American Newspaper Directory is the best in its class. Its completeness and accuracy give it the preference over all other newspaper directories. To me it is of the greatest importance—the dollars and cents kind of importance.

Your Advertising Appropriation for 1896 can be invested more judiciously by consulting the A. N. D. It will aid you in securing the greatest publicity at the smallest possible cost.

The American Newspaper Directory can be seen at any newspaper office. Five minutes' study will reveal its value to you. The Directory is worth as much as it will save. For Five Dollare it will be sent to any address in the United States, carriage prepaid.



### Weigh These Facts.

Twenty-eight years of yearly effort has made the A. N. D. the peer of all

I wenty-eight years of yearly enort has made the A. N. D. the peer of all Newspaper Directories in completeness and accuracy, It places a premium on honest rating returns by publishing free the exact figures of the average issue for one year. It rewards the publisher by guaranteeing his rating as absolutely correct, by a forfeiture of one hundred dollars, if proven false. It punishes the publisher by giving him a very indefinite report of rating when he declines to submit fair, unequivocal figures.

It guarantees to pay a publisher one hundred dollars if he sends figures according to requirements and the Directory does him an injustice in publishing his

It gives a statistical table of newspapers

It gives a catalogue of newspapers by States. It gives catalogues of newspapers by counties. It gives a list of papers of over 5,000 circulation. It gives a list of class publications.

It gives the area of States and Territories in square miles and acres,
It gives the population of the States and Territories and number of newspapers published in each.

It gives a catalogue of places, arranged alphabetically by States and towns, in which newspapers and other periodicals are published, giving the population, location, prominent industries, etc., of such places respectively, with description of such newspapers and other periodicals, with frequency of issue, and in alphabetical order, giving name, frequency of issue, political or general character, form, size, subscription price per year of setablishment, editors' and publishers' names, circulation, etc.



### Geo.P.Rowell&Co.

NO. 10 SPRUCE STREET, NEW YORK CITY.

### An Impartial Opinion.

"While in Helena, Montana, recently I had occasion to look into the merits of the different papers published in that city. In my estimation, the Independent covers the field and it is unnecessary for an advertiser to use any other paper in Helena."



The letter from which the above is quoted is on file at the New York Office of the Independent . . .



## Helena Independent

6,240 Daily.

6,240 Sunday.

3,385 Weekly.

It is the only Montana Daily regularly used by a leading Eastern publishing house for their monthly magazine announcement.

38 Park Row, H. D. La Coste, Eastern Manager.

## The New York Evening Post for Summer Resort Advertising

#### E. N. Anable

Westminster Hotel, New York

"All experienced hotel men know the value of the New York Evening Post. It is the favorite paper of 25,000 people who have ample means, who travel, and patronize high-class hotels."

#### G. C. Howe

Windsor Hotel, Rouse's Point

"I've spent \$500 advertising the Windsor this season and it has paid well. The result of my advertising in the New York Post alone would cover the entire appropriation."

the national authority on Advertising

"The Evening Post has been, for several years, the best evening paper in America for Hotel Advertising. The advertiser who in New York City will, nine ing The Evening Post."

on Summer Resort Advertising in "Art in Advertising"

"Several single advertisements have brought back fifty times their cost, not to say anything of the great indirect results which will use but one evening paper \$ have followed. The largest returns have come from The times in ten, act wisely in select- Evening Post, the Outlook, the Nation, the Churchman."

#### A Notable Record

of Summer Resort Advertising

"In four months, May, June, July and August, 1890, The Evening Post contained 77 columns; in the corresponding four months of 1895, 230 columns,"

#### The Special Rate

for Summer Resort Advertising

A special rate of 10 cents a line, each time, is made for Summer Resort Advertisements inserted 26 times, every day or f every other day.

WHAT

## **BECKWITH**

SAYS.

Speaking of Geo. P. Rowell & Co.'s American Newspaper Directory, Mr. S. C. Beckwith, the most successful of the New York special agents, says:

"I see it wherever I go. Prominent advertisers are constantly consulting it. When I approach an advertiser for a paper that I represent, the first thing he does is to spring Rowell on me. He hunts up the city and the paper; looks at the rating the Directory gives and then is ready to listen to me; but not till The new plan that permits placing an advertisement where an advertiser's eye may see it, at the very time when he is consulting the Directory for the purpose of deciding what papers to use in a specified State or city, pleases It has led me to urge all of my papers strongly to use advertising space in the Directory. An advertisement in such a position cannot be skipped. The advertiser sees the advertisement at just the moment when he is most interested in finding out about the particular paper. If the advertisement is truthful and its statements well expressed, it cannot fail to do good. This book has practically obliterated the idea that a newspaper directory is a blackmailing affair. It treats friends and foes all alike; and every publisher may have his circulation stated exactly as it is, if he knows himself and will tell. A book rendering such a service to the better class of newspapers deserves to be patronized and protected, aided and encouraged."



The edition of the American Newspaper Directory for 1896 will be two or three times as large as for any other year since 1891.

The orders are coming in.

## The Blackmailing Newspaper Directory.

Office of the CHEROKEE ADVANCE,

Established Jan. 1880.

OFFICIAL ORGAN OF THE TOWN AND COUNTY.
Best Advertising Medium in North Ga.
Job Work of all Kinds Neatly Executed.

BEN. F. PERRY, Editor and Proprietor.

CANTON, GA., April 4, 1896.

Messrs, Geo. P. ROWELL & Co., New York, N. Y.

Dear Sirs:—In a recent conversation with a representative of one of the largest patent medicine advertising firms in the country, I was asked if I had any trouble with you about securing a correct rating for my paper. It was my pleasure to reply that I had never had any sort of trouble whatever in getting a fair and just rating in the AMERICAN NEWSPAPER DIRECTORY; that I had always complied with your request as to statement of circulation, and a rating in accordance therewith had been given without any charge whatever being made or intimation that an advertisement must be inserted or a copy of the Directory purchased.

My statements, however, are always carefully prepared and duly signed, and where this is done my experience is there is never any dissatisfaction as to rating. Yours truly,

BEN. F. PERRY, Editor "Cherokee Advance."

## **\$100** Reward.

Any publisher who has placed on file at the Directory office a true statement, conveying the requisite information concerning all the issues of his paper, for a full year, the same being duly signed and dated, and who finds when the AMERICAN NEWSPAPER DIRECTORY for 1896 appears, that his paper is not rated in accordance with the report which he sent, will receive from the publishers of the Directory a written apology for their neglect and a check for \$100 for the discovery of the error. The publisher who registered the letter he sent containing the circulation statement, will find it easy to prove that it was sent and received. If he kept a copy it will be equally easy to establish the fact that the statement sent actually did contain the requisite information and was properly signed and dated.

#### GEO. P. ROWELL & CO.,

Publishers American Newspaper Directory,

New York, April 7th, 1896.

10 SPRUCE ST., New York.

Circulation ratings in the American Newspaper Directory are of necessity based upon issues for  $\mathbf{x}$ -car that is passed. This is known and can be stated with absolute certainty.

This is known and can be stated with absolute certainty.

I have but one lamp by which my feet are guided, and that is the lamp of experience.

I know no way of judging of the future but by the past.

PATRICK HENRY.

The best of prophets of the future is the past. LORD BYRON.

The interest of the advertiser is centered, however, upon the issues that will be put forth for a year to come.

This information, stated upov the authority of a publisher, may be given in an advertisement. Such advertisement make the Directory more interesting and instructive, and the privilege of occupying such space is valuable to every paper of more than common merit or importance.

Here's an array of Advertisers. who use....

## Boyce's Big & Weeklies

There are **Thirty Million** country townspeople who never see a daily; they are worth cultivating:::::::

0ur 500,000 Copies Weekly

Go wholly to these people. Advertising in the Blade, Ledger and World must pay, or we would not have such an array of gilt edge customers.

W W W

W. D. BOYCE CO.,

Hood's. Warner's Safe Cure, Ayer's Sarsaparilla, Cuticura. Beecham's, Sapollo. Price. Baking Powder Co Diamond Dyes, No-to-bac, Montgomery Ward, Hobb's Pills, Waverley Bicycles Monarch Wheels, Beethoven. Cornish. Armour & Co., Anheuser-Busch, L. L. May, Stoors & Harrison, J. C. Vaughn, McLean, Duffy's Whiskey, Scott's Emulsion, Sanden. Root & Slocum, House. Lyon & Healy. Lewis Lye, Dr. Owen. Enameline, Newman Millinery Co.,

Rouse, Hazard & Company, Winslow's Soothing Syrup, Dr. Pierce, Pinkham, and others.

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Besides we carry a lot of smaller advertisers, such as Mail Orders, Agents Wanted, etc. We lead in amount of business supply, because it pays advertisers.

#### BY CONGRESSIONAL DISTRICTS.

Gleanings from advance sheets American Newspaper Directory for 1896.

#### ALABAMA

The Mobile Daily Register has credit for the largest circulation accorded to any paper published in the first Congressional district of Alabama, which has a population of 151,757.

The Montgomery (Ala.) Semi-Weekly Advertiser has credit for the largest circulation acredit on any paper published in the second Congressional district of Alabama, which has a population of 189,214

The Montgomery Daily Advertiser has credit for the largest circulation accorded to any daily published in the second Congressional district of Alabama, which has a population of 188,214.

The Opelika Weekly News has credit for the largest circulation accorded to any paper published in the third Congressional district of Alabama, which has a population of 179,690.

of Alabams, which has a population of rivest. The Anniston Weekly Republican has credit for the largest circulation accorded to any paper published in the fourth Congressional district of Alabams, which has a population of 16,184, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

who successfully assails it.

The Dadeville Weekly Herald has credit for the largest circulation accorded to any paper published in the Fifth Congressional District of Alabama, which has a population of 185,79, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of 100 to the first person who successfully assails it.

The Jasper Mountain Eagle has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of Alabama, which has a population of 18,888, and the publishers of the American Newspaper Director guarantee the accuracy paper by a reward of \$100 to the first person who successfully assalis it.

The Cullman Propels Devised has available.

The Cullman People's Protest has credit for the largest circulation accorded to any weekly published in the Seventh Congresional District. Alabams, with the attion of 190,491, and the publishers publisher American Newspaper Directory quarantee the accuracy of the circulation rating accorded to this paper by a reward of 8100 to the first person who successfully assalls it.

The Florence Weekly Times has credit for the largest circulation accorded to any paper published in the Eighth Congressional District of Alabama, which has a population of 1%,088, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Birmingham Weekly State Herald has credit for the largest circulation accorded to any paper published in the Ninth Congressional District of Alabama, which has a population of 181,085.

#### ARKANSAS.

The Walnut Ridge Weekly Telephone has credit for the largest circulation accorded to any daily or weekly published in the First Congressional District of Arkansas, which has a population of 20,361, and the publishment of 20,361, and the 2

The Hot Springs Arkansaw Thomas Cat has credit for the largest circulation accorded to any paper published in the Second

Congressional District of Arkansas, which has a population of 206,187, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Little Rock Daily Gazette has credit for the largest circulation accorded to any daily paper published in the Fourth Congressional District of Arkansas, which has a population of 147,806.

The Conway Weekly Log Cabin has credit for the largest circulation accorded to any daily or weekly published in the Fifth Congressional District of Arkanasa, which has a population of 197,942, and the publishers of the American Newspaper Directory guarantee the accuracy of the Oriculation rating accorded to this paper by a reward of 8100 to the first person who successfully assails it.

The Searcy Weekly Arkansas Beacon has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of Arkansas, which has a population of 180,181, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

#### CALIFORNIA.

The Santa Ross Weekly Republican has credit for the largest circulation accorded to any paper published in the first Congressional district of California, which has a population of 163,637, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis is.

The Sacramento Weekly Union has credit for the largest circulation accorded to any paper published in the second Congressional district of California, which has a population of 185.984.

The Sacramento Evening Bee has credit for the largest circulation accorded to any daily published in the second Congressional district of California, which has a population of 155,996, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Oakinan Weekiy Signs of the Times has credit for the largest circulation accorded to any paper published in the third Congressional district of California, which has a population of 182,750, and the publishers of the American Newspaper Directory guarantee corded to this paper of reculation rating accorded to this paper.

The Oakland Daily Tribuse has credit for the largest circulation accorded to any dally published in the third Congressional district of California, which has a population of 62,703, and the publishers of the American Newspaper Directory guaranteeth accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The San Francisco Examiner has credit for the largest circulation accorded to any paper published in the fourth and fifth Congressional districts of California, which have a combined population of 376,359, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Los Angeles Daily Times has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of California, which has a population of 165,018, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Fresno Daily Republican has credit for the largest circulation accorded to any paper published in the Seventh Congressional District of California, which has a population of 161,988, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assells it.

COLORADO.

The Denver Daily Republican has credit for the largest circulation accorded to any paper published in the First Congressional District of Colorada, which has a population of 294,659, and the publishers of the American or 20,200, and the publishers of the Alberton Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

who successfully assalls it.

The Buena Vista Weekly Republican has credit for the largest circulation accorded to any paper published in the Second Congressional District of Colorado, which has a population of 20,788, and the publishers of the American Newspaper Directory guaraccorded to this paper by a reward of \$10 to the first person who successfully assalls it.

#### CONNECTICUT.

The Hartford Daily Times has credit for the largest circulation accorded to any paper published in the First Congressional District of Connecticut, which has a population of

The New Haven Duily Union has credit for the largest circulation accorded to any daily or weekly published in the Second Congres-sional District of Connecticut, which has a population of 248,582.

population of 285,852.

The New London Morning Telegraph has credit for the largest circulation accorded to any paper published in the Third Congressional District of Connecticut, which has a population of 121,752, and the publishers with a merican Newspaper Discontinuous control at the American Newspaper Discontinuous Confederation of 121,752, and 120, payable to the first person who successfully assails it.

The Bridgeport Evening Post has credit for the largest circulation accorded to any paper published in the Fourth Congressional Disthe largest circulation accorded to any paper published in the Fourth Congressional Dis-trict of Connecticut, which has a population of 28,68, and the publishers of the American Newspaper Directory guarantee the accu-racy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

#### DELAWARE.

The Wilmington Every Evening has credit for the largest circulation accorded to any paper published in Delaware, which has a population of 168,483, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

#### FLORIDA.

The Avonpark Idea has credit for the largest circulation accorded to any paper published in the First Congressional District of Florida, which has a population of 188,630, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assessis it.

The Pensacola Daily News has credit for The Pensacola Dally News has credit for the largest circulation accorded to any daily published in the First Congressional District of Florids, which has a population of 188,680, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Ocala Banner has credit for the largest guaranteed circulation accorded to any pa-per published in the Second Congressional

District of Florida, which has a population of 20,732, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

GEORGIA.

The Savannah Weekly News has credit for the largest circulation accorded to any paper published in the First Congressional District of Georgia, which has a population of 169,809.

The Bainbridge Democrat has credit for the largest circulation accorded to any paper published in the Second Congressional Dis-trict of Georgia, which has a population of 180,300, and the publishers of the American Newspaper Directory guarantee the accu-racy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

person who successfully assails it.

The Cordele Sentine has credit for the largest circulation accorded to any paper published in the Third Congressional District of Georgia, which has a population of 156,658, and the publishers of the American Newspaper Directory guarantee the accutishis paper by a reward of \$100 to the first person who successfully assails it.

The Americus Times-Recorder has credit for the largest circulation accorded to any daily published in the Third Congressional District of Georgia, which has a population of

The Columbus Evening Ledger has credit for the largest circulation accorded to any paper published in the Fourth Congressional District of Georgia, which has a population of 166,121.

The Newnan Herald and Advertiser has credit for the largest circulation accorded to any weekly published in the Fourth Congressional District of Georgia, which has a population of 166,121, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The Atlanta Weekly Constitution has credit for the largest circulation accorded to any paper published in the Fifth Congressional District of Georgia, which has a population

The Atlanta Daily Journal has credit for the largest circulation accorded to any daily published in the Fifth Congressional District of Georgia, which has a population of 185,638, and the publishers of '1e American News paper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it. successfully assails it.

The Macon Daily Telegraph has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of Georgia, which has a population of 165,941.

or deorgis, winch has a population of ico, sit. The Tallapoosa Journal has credit for the largest circulation accorded to any daily or weekly published in the Seventh Congressional District of Georgia, which has a population of 179,299, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Madison Advertiser has credit for the largest circulation accorded to any daily or weekly published in the Eighth Congressional District of Georgia, which has a population of 170,801, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Jefferson Jackson Herald has credit for The Jackson Herata has crould to any paper published in the Ninth Congressional District of Georgia, which has a population of 172,661, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Augusta Herald has credit for the largest circulation accorded to any paper published in the Tent Congressional District of Georgia, which has a population of 194,758, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails to

The Brunswick Sunday Advertiser has credit for the largest circulation accorded to any paper published in the Eleventh Congressional District of Georgia, which has a population of 185,98, and the publishers of the American Newspaper Directory guaranceorded to this paper by a reward of \$100 to the first person who successfully assails it.

#### ILLINOIS.

The Chicago Datily News has credit for the largest circulation accorded to any paper published in the first, second, third, fourth, fifth, sixth and seventh Congressional districts of Illinois, which have a combined population of 1,820,181, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The Aurora Daily News-Times has credit for the largest circulation accorded to any daily or weekly published in the Eighth Congresional District of Illinois, which has a population of 184,486, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The Mt. Morris Gospel Messenger has credit for the largest circulation accorded to any paper published in the Ninth Congressional District of Illinois, which has a population of 154,471, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Rockford Register Gazette has credit for the largest circulation accorded to any daily published in the Ninth Congressional District of Illinois, which has a population of 134,471, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of 8100 to the first person who successfully assalls it.

The Rock Island Augustana has credit for the largest circulation accorded to any weekly published in the Tenth Congressional District of Illinois, which has a population of 182,222, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Galesburg Republican Register has credit for the largest circulation accorded to any daily published in the Tenth Congressional District of Illinois, which has a population of 162,222, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Fairburg Blade has credit for the largest circulation accorded to any paper published in the Eleventh Congressional District of Illinois, which has a population of 15,006, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Joliet Daily News has credit for the largest circulation accorded to any paper published in the Twelfth Congressional District of Illinois, which has a population of

177,359, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Bloomington Daily Funtagraph has credit for the largest circulation accorded to any daily or weekly published in the Thirteenth Congressional Districts of Illinois, possible of the Congressional Districts of Williams and The Indian Congressional Cong

The Peoria Railroad Telegrapher has credit for the largest circulation accorded to any weekly published in the Fourteenth Congressional District of Illinois, which has a population of 180,681.

The Peoria Daily Heraid has credit for the largest circulation accorded to any daily published in the Fourteenth Congressional District of Illinois, which has a population of 190,881, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Quincy Farmers' Call has credit for the largest circulation accorded to any weekly published in the Fifteenth Congressional District of Illinois, which has a population of 166,618.

The Quincy Journal has credit for the largest circulation accorded to any daily published in the Fifteenth Congressional District of Illinois, which has a population of 166,613.

The Carlinville Enquirer has credit for the largest circulation accorded to any paper public of the historian congression assisted of Illinois, which has a population of 164.418, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$400 to the first person who successfully assails it.

The Decatur Weekly Review has credit for the largest circulation accorded to any daily or weekly published in the Seventeenth Congressional District of Illinois, which has a population of 188,788, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Edwardsville Intelligencer has credit for the largest circulation accorded to any daily, semi-weekly or weekly published in the Eighteenth Congressional District of Illinois, which has a population of 164,666, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Mattoon Commercial has credit for the largest circulation accorded to any daily or weekly published in the Nineteenth Congressional District of Illinois, which has a population of 165,798, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The Albion Journal has credit for the largest circulation accorded to any paper published in the Twentieth Congressional District of Illinois, which has a population of 182,422, and the publishers of the American Newspaper Directory will guarantee the according to the paper by a reward of \$100, payable to the first person who successfully assails it.

The Belleville Weekly Post und Zeitung has credit for the largest circulation accorded to any paper published in the Twenty-first Congressional District of Illinois, which has a population of 183,111. The Anna Talk has credit for the largest circulation accorded to any paper published in the Twenty-second Congressional District of Illinois, which has a population of 159,156, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

#### INDIANA.

The Evansville Weekly Demokrat has credit for the largest circulation accorded to any paper published in the First Congressional District of Indiana, which has a population of 168,028, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Evansville Evening Tribune has credit for the largest circulation accorded to any daily published in the First Congressional District of Indiana, which has a population of 168,023.

The Bloomfield News has credit for the largest circulation accorded to any daily or weekly published in the Second Congressional District of Indiana, which has a population of 151,965, and the publishers of the American Newspaper Directory gcarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Paoli Republican has credit for the largest circulation accorded to any daily or weekly published in the Third Congressional District of Indiana, which has a population of 170,489, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of 8100 to the first person who successfully assails it.

The Versailles Republican has credit for the largest circulation accorded to any paper published in the Fourth Congressional District of Indiana, which has a population of 16,889, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Terre Haute Evening Gazette has credit for the largest circulation accorded to any daily or weekly published in the Fifth Congressional District of Indiana, which has a population of 176.657, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$400 to the first person who successfully assalls it.

The Greenfield Weekly Republican has credit for the largest circulation accorded to any daily or weekly published in the Sixth Congressional District of Indiana, which has a population of 161,282, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Indianapolis News has credit for the largest circulation accorded to any daily or weekly published in the Seventh Congressional District of Indiana, which has a population of 184,177, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating active the accuracy of the circulation rating active the decirculation and the first person who successfully assails it.

The Muncie News has credit for the largest circulation accorded to any paper published in the Eighth Congressional District of Indians, which has a population of 165,478.

The Veedersburg News has credit for the largest circulation accorded to any paper published in the Ninth Congressional District of Indiana, which has a population of 16,279, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper

by a reward of \$100 to the first person who successfully assails it.

The Crawfordsville Weekly Journal has credit for the largest circulation accorded to any daily or weekly published in the Tenth Congressional District of Indiana, which has a population of 179,50; and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The Peru Republican has credit for the largest circuistion accorded to any weekly published in the Eleventh Congressional District of Indiana, which has a population of 15%, 47%, and the publishes of the American 15%, 47%, and the publishes so the American of the circuistion rating a need to the published to the circuistion rating a need to the paper by a reward of \$400 to the first person who successfully assails it.

The Logansport Daily Reporter has credit for the largest circulation accorded to any daily published in the Eleventh Congressional District of Indiana, which has a population of 187,476, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Ft. Wayne Datly Sentinel has credit for the largest circulation accorded to any paper published in the Twelfth Congressional District of Indians, which has a population of 162,216, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Notre Dame Ave Maria has credit for the largest circulation accorded to any paper published in the Thirteenth Congressional District of Indians, which has a population of 109,529, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

#### IOWA.

The Burlington Weekly Hawk-Eye has credit for the largest circulation accorded to any paper published in the First Congressional District of Iowa, which has a population of 185.712, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The Clinton Advertiser has credit for the largest circulation accorded to any paper in the Second Congressional District of Iowa, which has a population of 172,990, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Davenport Daily Leader has credit for the largest circulation accorded to any daily published in the Second Congressional District of Iowa, which has a population of 172,990.

The Dubuque Weekly Telegraph has credit for the largest circulation accorded to any paper published in the Third Congressional District of Iowa, which has a population of 134,437.

The Decorah Posten has credit for the largest circulation accorded to any paper published in the Fourth Congressional District of Iowa, which has a population of 189,344, and the publishers of the American Newspaper Directory guarantee the accuracy of the Circulation rating accorded to the Market of the Newspaper Directory guarantee the accuracy of the Circulation rating accorded to the State of the Newspaper Directory guarantee the accuracy of the Circulation rating accorded to the State On who successfully assalls it.

The Marshalltown Inter-State Tracer has credit for the largest circulation accorded to any daily or weekly published in the Fifth Congressional District of Iowa, which has a population of 188,675.

The Ottumwa Press has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of Iowa, which has a population of 155,354.

The Des Moines Weekly State Register has credit for the largest circulation accorded to any paper published in the Seventh Congressional District of Iowa, which has a population of 161.320.

The Lamoni Saints' Herald has credit for the largest circulation accorded to any paper published in the Sighth Congressional District of lowa, which has a population of 173, 484, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of 8100 to the first person who successfully assails it.

The Creston Daily News has credit for the largest circulation accorded to any daily published in the Eighth Congressional District of Iowa, which has a population of 173,484, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Council Bluffs Daily Nonpareil has credit for the largest circulation accorded to any paper published in the Ninth Congressional District of Iowa, which has a population of 190,764.

The Fort Dodge Semi Weekly Messenger has credit for the largest circulation accorded to a seminary of the largest circulation accorded to the following the seminary of the circulation returned to the seminary of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Sioux City Daily Journal has creditfor the largest circulation accorded to any paper published in the Eleventh Congressional District of Iowa, which has a population of 908.470.

#### KANSAS.

The Atchison Daily Globe has credit for the largest circulation accorded to any daily published in the First Congressional District of Kansas, which has a population of 167,314.

The Kansas City American Eagle has credit for the largest circulation accorded to any daily or weekly published in the Second Congressional District of Kansas, which has a population of 29,484, and the publishers of the American Newspaper Directory guarancorded to this paper by a reward of the first person who successfully assalls it.

The Parsons Weekly Sun has credit for the largest circulation accorded to any paper published in the Third Congressional District of Kansas, which has a population of 201,584.

The Pittsburg Daily Headlight has credit for the largest circulation accorded to any daily published in the Third Congressional District of Kansas, which has a population of 20,584, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Topeka Advocate has credit for the largest circulation accorded to any paper published in the Fourth Congressional District of Kansas, which has a population of

The Topeka Daily State Journal has credit for the largest circulation accorded to any daily published in the Fourth Congressional District of Kansas, which has a population of 24,544, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Junction City Sentinel has credit for the largest circulation accorded to any daily or weekly published in the Fifth Congres-

sional District of Kansas, which has a population of 177,151, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Beloit Gasette has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of Kansas, which has a population of 179,147, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Wichita Daily Eagle has credit for the largest circulation accorded to any paper published in the Seventh Congressional District of Kansas, which has a population of 278,208, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

#### KENTUCKY.

The Henderson Courier has credit for the largest circulation accorded to any paper published in the Second Congressional District of Kentucky, which has a population of 18,908, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Russellville Ledger has credit for the largest circulation accorded to any paper published in the Third Congressional District of Renderty which has a gopulation of 154, and the publishers of the American Rewspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The Cloverport News has credit for the largest circulation accorded to any paper published in the Fourth Congressional District of Kentucky, which has a population of 199 085.

The Louisville Weekly Courier-Journal has credit for the largest circulation accorded to any daily or weekly published in the Fifth Congressional District of Kentucky, which has a population of 188,598.

The Covington Kentucky Post has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of Kentucky, which has a population of 160.649.

The Lexington (Ky.) Daily Leader has credit for the largest circulation accorded to any daily published in the Seventh Congressional District of Kentucky, which has a population of 144,641, and the publishers of the American Newspaper Directory guarantee the accuracy of the oficulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Catlettsburg Central Methodist has credit for the largest circulation accorded to any paper published in the Ninth Congressional District of Kentucky, which has a population of 176,212, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Mt. Sterling Advocate has credit for the largest circulation accorded to any paper published in the Tenth Congressional District of Kentucky, which has a population of 149,058, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100\$ to the first person who successfully assessilis it.

The London Mountain Echo has credit for the largest circulation accorded to any paper published in the Eleventh Congressional District of Kentucky, which has a population of 187,481, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

#### LOUISIANA.

The New Orleans Dathy Rem has credit for the largest circulation accorded to any paper published in the First and Second Congres-sional Districts of Louisiana, which have a combined population of 306,808, and the pub-lishers of the American Newspaper Directory guarantee the accuracy of the chreekong. rating accorded to this paper by a reward of \$100 to the first person who successfully

The Lake Charles Echo has credit for the largest circulation accorded to any paper published in the Third Congressional District of Louisians, which has a population of 24,785, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Alexandria Weekly Town Talk has credit for the largest circulation accorded to any paper published in the Fourth Congressional District of Louisians, which has a population of 198,760, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Buston Baptist Chronicle has credit for the largest circulation accorded to any paper published in the Fifth Congressional District of Louisiana, which has a population

The Crowley Signal has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of Louisiana, which has a population of 208,802, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Portland Transcript has credit for the largest circulation accorded to any paper published in the First Congressional District of Maine, which has a population of 185,778, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Portland Evening Express has credit for the largest circulation accorded to any daily published in the First Congressional District of Maine, which has a population of 153,778, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Lewistown Weekly Journal has credit for the largest circulation accorded to any paper published in the Second Congressional District of Maine, which has a population of

169,526

The Waterville Turf, Farm and Home has credit for the largest circulation accorded to any weekly published in the Third Congressional District of Maine, which has a population of 254.70, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation ratio. See a core of the constant of the decimal of the condition of the first person who successfully assals it.

The Augusta Daily Journal has credit for The augusta Datily Journal has credit for the largest circulation accorded to any daily published in the Third Congressional District of Maine, which has a population of 18470, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Bangor Weekly Commercial has credit for the largest circulation accorded to any paper published in the Fourth Congressional

District of Maine, which has a population of 183,070, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

#### MARYLAND.

The Cambridge Democrat and News has credit for the largest circulation accorded to any daily or weekly published in the First Congressional District of Maryland, which has a population of 188,246, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating the control of the paper by a reward of \$400 to the first person who successfully assails it.

The Baltimore Daily Sun has credit for the largest circulation accorded to any paper published in the Second, Third and Fourth Congressional Districts of Maryland, which have a combined population of \$57,968.

The Laurel Free Quilt has credit for the largest circulation accorded to any paper published in the Fifth Congressional District of Maryland, which has a population of 183,912, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of 2010 to the first person who successfully assails it.

who successfully assums it.

The Frederick Examiner has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of Maryland, which has a population of 172,283, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

#### MASSACHUSETTS.

The Springfield Furm and Home has credit for the largest circulation accorded to any pa-per published in the First and Second Con-gressional Districts of Massachusetts, which have a combined population of 344,288.

The Springfield New England Homestead has credit for the largest circulation ac-corded to any weekly published in the First and Second Congressional Districts of Massachusetts, which have a combined population of 344.248.

The Springfield Evening Union has credit for the largest circulation accorded to any daily published in the First and Second Con-gressional Districts of Massachusetts, which have a combined population of 344,288.

The Worcester Sunday Telegram has credit for the largest circulation accorded to any paper published in the Third Congressional District of Massachusetts, which has a population of 17,484, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assais it.

The Lowell Daily Mail has credit for the The Lowell Leavy Mail has credit for the largest circulation accorded to any daily or largest circulation accorded to any daily or District of Massachusetts, which has a population of 170,221, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails is.

The Salem Evening News has credit for the The Salem Evening News has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of Massachusetts, which has a population of 199,418, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Boston Sunday Globe has credit for the largest circulation accorded to any paper published in the Seventh, Eighth, Ninth and Tenth Congressional Districts of Massachusetts, which have a population of 693,606, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it

The Brookline Chronicle has credit for the The Brookline Chroniole has credit for the largest circulation accorded to any paper published in the Eleventh Congressional District of Massachusetts, which has a population of 173,163, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Brockton Enterprise has credit for the largest circulation accorded to any paper published in the Twelfth Congressional Dis-trict of Massachusetts, which has a popula-tion of 171,335, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating ac-corded to this paper by a reward of \$100 to the first person who successfully assalis it.

The New Bedford Evening Standard has credit for the largest circulation accorded to any paper published in the Thirteenth Congressional District of Hassachusetts, which has a population of 173,0%, and the publishing the second of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

MICHIGAN.

The Detroit Weekly Free Press has credit for the largest circulation accorded to any paper published in the First Congressional District of Michigan, which has a population of 173,543, and the publishers of the American construction of the Circulation atting accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Detroit Evening News has credit for the largest circulation accorded to any daily published in the First Congressional District of Michigan, which has a population of 173 841

The Jackson Industrial News has credit for the largest circulation accorded to any paper published in the Second Congressional District of Michigan, which has a population of 191,841, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Kalamazoo Daily Telegraph has credit for the largest circulation accorded to any daily or weekly published in the Third Congressional District of Michigan, which has a population of 174,519.

The Allegan Gazette has credit for the largest circulation accorded to any daily or weekly published in the Fourth Congressional District of Michigan, which has a population of 180,879.

The Grand Rapids Evening Press has credit for the largest circulation accorded to any paper published in the Fifth Congressional District of Michigan, which has a population of 178,081, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

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The Lansing Datity State Republican has credit for the largest circulation accorded to any daily published in the Sixth Congressional District of Michigan, which has a population of 190,598, and he publishers of the American Newspaper Directory guarantee the accurate in the property of the control of the

the first person who successfully assails it.

The Lapper Democrat has credit for the largest circulation accorded to any daily or weekly published in the Seventh Congressional District of Michigan, which has a population of 1si,485, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rathm accorded to this paper by a reward of \$400 to the first person who successfully assails it.

The Saginaw Weekly Nesse has credit for the largest circulation accorded to any daily or weekly published in the Eighth Congressional District of Michigan, which has a population of 172,342, and the publishers of the American Newspaper Directory guarantee corded to this paper by a reward of \$100 to the first person who successfully assails it.

The Hart Journal has credit for the largest circulation accorded to any paper published in the Ninth Congressional District of Michigan, which has a population of 148,608, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Bay City Daily Tribune has credit for the largest circulation accorded to any daily or weekly published in the Tenth Congres-sional District of Michigan, which has a popu-

lation of 154,811.

The Traverse City Herald has credit for the largest circulation accorded to any paper published in the Eleventh Congressional District of Michigan, which has a population of 167,666, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of 8100 to the first person who successfully assalls it.

The Calumet American Unitset has credit for the largest circulation accorded to any paper published in the Tweifth Congressional District of Michigan, which has a population of 180,688, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Marquette Daily Mining Journal has credit for the largest circulation accorded to any daily published in the Twelfth Congres-sional District of Michigan, which has a population of 180,688, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating ac-corded to this paper by a reward of \$100 to the first person who successfully assails it.

#### MINNESOTA.

The Winona Semi-Weekly Westlicher Herold has credit for the largest circulation accorded to any paper published in the First Congressional District of Minnesota, which has a population of 185,584.

The Winona Daily Herald has credit for the largest circulation accorded to any daily published in the First Congressional District of Minnesota, which has a population of 185,584

The Fairmont Sentinel has credit for the largest circulation accorded to any paper published in the Second Congressional District of Minnesota, which has a population of 188,480, and the publishers of the American or no, so, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Redwing Weekly Republican has credit for the largest circulation accorded to any paper published in the Third Congressional District of Minnesota, which has a population of 187,215, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The St. Paul Daily Dispatch has credit for the largest circulation accorded to any paper published in the Fourth Congressional District of Minnesota, which has a population of 185,383, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Minneapolis Daily Journal has credit for the largest circulation accorded to any paper published in the Fifth Congressional District of Minnesota, which has a population

of 185,294, and the publishers of the American or 185,291, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Duluth Posten has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of Minnesota, which has a population of 183,857, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of glio to the first person who successfully assails it.

The Duluth Daily News Tribune has credit for the largest circulation accorded to any daily published in the Sixth Congressional District of Minnesota, which has a popula-

tion of 188,937.

The Fergus Falls Weekly Journal has credit The Fergus Faits weesty Journal has credit for the largest circulation accorded to any paper published in the Seventh Congressional District of Minnesota, which has a population of 185,983.

#### MISSISSIPPI.

The Columbus Semi-Weekly Dispatch has credit for the largest circulation accorded to credit for the largest circulation accorned to any tri-weekly, semi-weekly or weekly pub-any tri-weekly, semi-weekly or weekly pub-lishes to the large triangular triangular triangular Mississippi, which has a population of 145,315, and the publishers of the American Newspa-per Directory guarantee the accuracy of the circulation rading accorded to this paper by a reward of \$100 to the first person who suc-cessfully assails it.

The New Albany Semi-Weekly Gazette has credit for the largest circulation accorded to any paper published in the Second Congressional District of Mississippi, which has a population of 170,512, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The Greenville Democrat has credit for the largest circulation accorded to any weekly published in the Third Congressional District of Mississippi, which has a population of

The West Point Forum has credit for the largest circulation accorded to any weekly published in the Fourth Congressional District of Mississippi, which has a population of 213,286, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Meridian Baptist Record has credit for the largest circulation accorded to any paper published in the Fifth Congressional District of Mississippi, which has a population of 234,615, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of 8100 to the first person who successfully assalls it.

The Natchez Weekly Brotherhood has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of Mississippi, which has a population of 166,913.

Jackson Weekly Clarion-Ledger has credit for the largest circulation accorded to any paper published in the Seventh Congres-sional District of Mississippi, which has a population of 186,692.

#### MISSOURI.

The Macon Republican has credit for the largest circulation accorded to any paper published in the First Congressional Disirict of Missouri, which has a population of 173,717, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Chillicothe Missouri World has credit for the largest circulation accorded to any paper published in the Second Congressional

District of Missouri, which has a population of 173,344, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100\$ to the first person who successfully assails it.

The Bethany Republican has credit for the largest circulation accorded to any paper published in the Third Congressional District of Missouri, which has a population of 174,728, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rading accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The St. Joseph Datiff News has credit for the largest circulation accorded to any paper published in the Fourth Congressional District of Missouri, which has a population of 164,364, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of 8100 to the first person who successfully assalls it.

The Kansas City Weekly Star has credit for the largest circulation accorded to any paper published in the Fifth Congressional District of Missouri, which has a population of 190,694, and the publishers of the American Newspa-per Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of 8100 to the first person who suc-cessfully assails it.

The Butler Times has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of Missouri, which has a population of 181,784, and the publishers of the American Newspaper Directory guarantes the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Sedalia Daily Capital has credit for the largest circulation accorded to any daily or weekly published in the Seventh Congressional District of Missouri, which has a population of 201,708, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Fulton Semi-Weekly Sun has credit for the largest circulation accorded to any daily, senii weekly or weekly published in the Eight Congressional District of Rissouri, which has a population of 188,313, and the publishers of the American Newspaper Di-rectory guarantee the accuracy of the circulation rating accorded to this paper by a re-ward of \$100 to the first person who successfully assails it.

The Mexico Weekly Ledger has credit for the largest circulation accorded to any paper published in the Ninth Congressional District of Missouri, which has a population of 132,442, and the publishers of the American Newspaper Direct ry guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The St. Louis Weekly Republic has credit for the largest circulation accorded to any paper published in the Tenth, Eleventh and Twelfth Congressional Districts of Missouri, which have a combined population of 515,133, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by areward of \$100 to the first person who successfully assails it.

The St. Louis Daily Chronicle has credit for the largest circulation accorded to any daily published in the Tenth, Eleventh and Twelfth Congressional Districts of Missouri, Twetth Congressional Districts of Missouri, which have a combined population of 516,133, and the publishers of the American News-paper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Hillsboro Jefferson Democrat has credit for the largest circulation accorded to any paper published in the Thirteenth Congressional District of Missouri, which has a population of 182,510, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The West Plains Weekly Gasette has credit for the largest circulation accorded to any paper published in the Fourteenth Congressional District of Missouri, which has a population of 230,478, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The Nevada Weekly Math has credit for the largest circulation accorded to any paper published in the Fifteenth Congressional District of Missouri, which has a population of 183,071, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

#### MONTANA.

The Anaconda Standard has credit for the largest circulation accorded to any paper published in Montana, which has a population of 132,159, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of 2000 to the first person who successfully assails it.

#### NEBRASKA.

The Lincoln Weekin Nebraska State Journal has credit for the largest circulation accorded to any paper published in the First Congressional District of Nebraska, which has a population of 171,085.

The Omaha Weekly World-Herald has credit The Omaha Weekly World-Hevald has credit for the largest circulation accorded to any daily or weekly published in the Second Congressional District of Nebraska, which has a population of 176,732, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The Westpoint Republican has credit for the largest circulation accorded to any paper published in the Third Congressional District of Nebraska, which has a population of 165, 674, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Aurora Republican has credit for the The Aurora Kepubicon has credit for the largest circulation accorded to any paper published in the Fourth Congressional District of Nebraska, which has a population of 195,414, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Minden Courier has credit for the largest circulation accorded to any daily or weekly published in the Fifth Congressional District of Nebraska, which has a population of 106,459, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of 8100 to the first person who successfully assails it.

The Kearney New Era Standard has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of Nebraska, which has a population of 176,556, and the publishers of the American Newspaper Directory guarantee the accuracy opper by a reward of \$100 to the first person who successfully assalls it.

#### NEW HAMPSHIRE.

The Laconia News and Critic has credit for the largest circulation accorded to any paper published in the First Congressional District of New Hampshire, which has a population

of 190,582, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Manchester Weekly Mirror and Ameri-can has credit for the largest circulation ac-corded to any paper published in the Second Congressional District of New Hampshire, which has a population of 183,98, and the publishers of the American Newspaper Di-rectory guarantee the accuracy of the circu-lation rating accorded to this paper by a re-ward of \$100 to the first person who successfully assails it.

#### NEW JERSEY.

The Bridgeton Evening News has credit for the largest circulation accorded to any paper published in the First Congressional District of New Jersey, which has a population of 198,198, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this particulation who successfully assails it.

The Trenton Sunday Advertiser has credit for the largest circulation accorded to any paper published in the Second Congressional District of New Jersey, which has a population of 183,36, and the publishers of the Advertiser of the Congression of 183,36, and the publishers of the Advertiser of the Congression of 183,36, and the publishers of the Advertiser of the Congression of the Congressi

The Trenton Daily True American has credit for the largest circulation accorded to any daily published in the Second Congressional District of New Jersey, which has a population of 183,518, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Red Bank Register has credit for the largest circulation accorded to any daily or weekly published in the Third Congressional District of New Jersey, which has a population of 19,193, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assatis it.

The Dover Index has credit for the largest circulation accorded to any paper published in the Fourth Congressional District of New Jersey, which has a population of 188,284, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Paterson Evening News has credit for the largest circulation accorded to any paper published in the Fifth Congressional District of New Jersey, which has a population of 186,312, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

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The Newark Evening News has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of New Jersey, which has a population of 181,530, and the publishers of the American Newspaper Directors guarantee the accuracy paper by a reward of \$4.00 to the first person who successfully assails it.

The Jersey City Evening Journal has credit.

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The Jersey City Evening Journal has credit for the largest circulation accorded to any paper published in the Seventh Congressional District of New Jersey, which has a population of 22,033, and the publishers of the American Newspaper Directory guarantee the accuracy of the control of the Congression of the American Newspaper Directory guarantee the accuracy of the Congression of

The Elizabeth Daily Journal has credit for the largest circulation accorded to any paper published in the Eighth Congressional Dis-trict of New Jersey, which has a population

of 125,793, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assauls it.

#### NEW MEXICO.

The Eddy Weekly Argus has credit for the largest circulation accorded to any paper published in New Mexico, which has a population of 185,588, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

#### NEW YORK.

The College Point Long Island Central Zeitsup has credit for the largest circulation accorded to any daily or weekly published in the First Congressional District of New York, which has a population of 19,350, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper of the circulation rating accorded to this paper by a reward of \$100 to the first person were by a refully assails it.

The Brooklyn Sunday Eagle has credit for the largest circulation accorded to any paper published in the Second, Third, Fourth, Fifth and Sixth Congressional Districts of New published in the Second, Third, Fourth, Fifth and Sixth Congressional Districts of New York, which have a combined population of 88,5%, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

person who successfully assauls it.

The New York Daily News has credit for
the largest guaranteed circulation accorded
to any daily published in the Seventh, Eighth,
Ninth, Tenth, Eleventh, Twelfith, Thirteenth,
Fourteenth, Fifteenth and Sixteenth Congressional Districts of New York, which have
a combined population of 1,713,785, and the
publishers of the American Newspaper Diiation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it. fully assails it.

The Port Jervis New York Farmer has credit for the largest circulation accorded to any paper published in the Seventeenth Congres-sional District of New York, which has a population of 164,052.

The Newburgh News has credit for the largest circulation accorded to any daily published in the Seventeenth Congressional District of New York, which has a population of 184,000, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation of 1800 to the circulation of 1800 to the first person who successfully assalls it.

who successfully assalls it.

The Poughkeepsle Sunday Courier has credit for the largest circulation accorded to any daily or weekly published in the Eighteenth Congressional District of New York, which has a population of 19, 390, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Kingston Freeman has credit for the largest circulation accorded to any daily published in the Eighteenth Congressional District of New York, which has a population of 179,790, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Troy Northern Budget has credit for the largest circulation accorded to any paper published in the Nineteenth Congressional District of New York, which has a population of 170,888, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Albany Weekly Journal has credit for the largest circulation accorded to any paper

published in the Twentieth Congressional District of New York, which has a popula-tion of 184,555, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating ac-corded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Oneonta Herald has credit for the largest circulation accorded to any paper published in the Twenty-first Congressional District of New York, which has a population of 187,119, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this who successfully assalls it.

The Gouverneur Free Frees has credit for the largest circulation accorded to any daily or weekly published in the Twenty-second Congressional District of New York, which has a population of 185,128, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating to the first person with successfully assauls it.

The Port Henry Republican has credit for the largest circulation accorded to any paper published in the Twenty-third Congressional District of New York, which has a population of 191,158, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Oswego Weekly Palladium has credit The Oswego Weekly Fulladism has credit for the largest circulation accorded to any paper published in the Twenty-fourth Congressional District of New York, which has a population of 170,485, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Utlea Saturday Globe has credit for the largest circulation accorded to any paper published in the Twenty-fifth Congressional District of New York, which has a population of 165,530, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Utica Daily Press has credit for the largest circulation accorded to any daily published in the Twenty-fifth Congressional Districtof New York, which has a population of 168,590, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Binghamton Daily Leader has credit The Binghamton Datiy Leader has credit for the largest circulation accorded to any paper published in the Twenty-sixth Congressional District of New York, which has a population of 299,03, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Syracuse Evening Herald has credit for the largest circulation accorded to any paper published in the Twenty-seventh Congressional District of New York, which has a population of 188,139, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Cortland Semi-Weekly Standard has credit for the largest circulation accorded to any daily, semi-weekly or weekly published in the Twenty-eighth Congressional District of New York, which has a population of 213,142, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Elmira Telegram has credit for the largest circulation accorded to any paper published in the Twenty-ninth Congres-

ional District of New York, which has a population of 174,678, and the publishers of the American Newspaper Directory guaran-tee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Elmira Evening Star has credit for the largest circulation accorded to any daily published in the Twenty-ninth Congressional District of New York, which has a popula-tion of 174,676.

The Batavia Datty News has credit for the largest circulation accorded to any daily or weekly published in the Thiriteth Congressional District of New York, which has a population of 196,553, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

the first person who successfully assalls it.

The Rochester Dadily Democrat and Chronsole has credit for the largest circulation acconsidered as any daily or weekly published in
the Thirty-first Congressional District of
Kew York, which has a population of 189.386,
and the publishers of the American Rewspaper Directory guarantee the accuracy of
the circulation rating accorded to this paper
by a reward of \$100 to the first person who
successfully assalis it.

The Buffalo Sunday Illustrated Express has credit for the largest circulation accorded to any paper published in the Thirty-second and Thirty-third Congressional Districts of New York, which have a combined populalation of 322,981, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Buffalo Evening News has credit for The Buffalo Evening Ness has credit for the largest circulation accorded to any daily published in the Thirty-second and Thirty-hird Congressional Districts of New York, which have a combined population of 322,931, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who encreasefully assails it. cessfully assails it.

The Jamestown Vart Land has credit for the largest circulation accorded to any paper published in the Thirty-fourth Congressional District of New York, which has a population of 178,388, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$400 to the first reason who successfully assalls it. person who successfully assails it

The Jamestown Evening Journal has credit The Jamestown Evening Journal has credit for the largest circulation accorded to any daily published in the Thirty-fourth Congressional District of New York, which has a population of 179,308, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

#### NORTH CAROLINA.

The Washington Frogress has credit for the largest circulation accorded to any daily or weekly published in the First Congressional District of North Carolina, which has a population of 172,604, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$400 to the first person who successfully assails it.

The Kinston was successfully assais it.

The Kinston Free Frees has credit for the largest circulation accorded to any paper published in the Second Congressional District of North Carolina, which has a population of 182,461, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assais it.

The Fayetteville North Carolina Baptist has credit for the largest circulation accorded to any paper published in the Third Congressional District of North Carolina, which has a population of 160,288, and the publishers of

the American Newspaper Directory guaran-tee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Raleigh Biblical Recorder has credit for the largest circulation accorded to any paper published in the Fourth Congressional District of North Carolina, which has a population of 186,432, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

the first person who successfully assails it.

The Greensboro North Carolina Christian
Advocate has credit for the largest circulation accorded to any paper published in the
Fifth Congressional District of North Carolina, which has a population of 177.857, and
the publishers of the American Newspaper
Directory guarantee the accuracy of the circulation rating accorded to this paper by a
reward of \$100 to the first person who successfully assails it.

The Charlotte Star of Zion has credit for the largest circulation accorded to any daily or weekly published in the Sixth Congresional District of North Carolina, which has a population of 204,686, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The Hickory Mercury has credit for the largest circulation accorded to any paper published in the Seventh Congressional District of North Carolina, which has a population of 168,490, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The Winston Union-Republican has credit for the largest circulation accorded to any paper published in the Eighth Congressional District of North Carolina, which has a population of 190,734, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The Asheville State Register has credit for the largest circulation accorded to any paper published in the Ninth Congressional District of North Carolina, which has a population of 173,665, and the publishers of the American Newspaper Directory guarantee the accur-acy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

#### NORTH DAKOTA.

The Fargo Landmanden has credit for the largest circulation accorded to any paper published in North Dakota, which has a population of 182,719, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

#### OHIO.

The Cincinnati Fost has credit for the largest circulation accorded to any paner published in the First and Second Congressional Districts of Ohio, which have a combined population of 374,573, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Dayton Evening News has credit for the largest circulation accorded to any daily published in the Third Congressional District of Ohio, which has a population of 172,870, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails ft. cossfully assails it.

The Wapakoneta Democrat has credit for the largest circulation accorded to any paper the largest circulation accorded to any paper published in the Fourth Congressional Dis-trict of Ohio, which has a population of 163,632. The Napoleon Democrat Northwest has credit for the largest circulation accorded to any paper published in the Fifth Congressional District of Ohio, which has a population of 181,374, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

the first person who successfully assatis it.

The Xenia Semi-Weekly Gazette and Torollight has credit for the largest circulation
accorded to any daily, semi-weekly or weekly published in the Sixth Congressional District of Ohio, which has a population of 172,028, and the publishers of the American
Newspaper Directory guarantee the accuracy of the circulation rating accorded to this 
paper by a reward of \$100 to the first person 
who successfully assatis it.

The Springfuld New Erg, has credit for the

The Springfield New Era has credit for the largest circulation accorded to any daily or weekly published in the Seventh Congressional District of Ohio, which has a population of 161,358, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating according to the publisher of the period of 1610 to the first person who successfully assalls it.

The Findlay Datiy Republican has credit for the largest circulation accorded to any daily or weekly published in the Eighth Congressional District of Ohio, which has a population of 17,917, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Toledo Weekly Blade has credit for the largest circulation accorded to any paper published in the Ninth Congressional District of Ohio, which has a population of 190,685, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$500 to the first person who successfully assalls it.

The Ironton Register has credit for the largest circulation accorded to any paper published in the Tenth Congressional District of Ohio, which has a population of 173,921.

The Chillicothe Datily Gazette has credit for the largest circulation accorded to any daily published in the Eleventh Congressional Dis-trict of Ohio, which has a population of 174,315, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

who successfully assaiss it.

The Columbus Weekly Ohio State Journal has credit for the largest circulation accorded any paper published in the Twelfth Congressional District of Ohio, which has a population of 186,965, and the publishers of the American Newspaper Directory guarantees the action of 186,965, and the publishers of the American Newspaper Directory guarantees the action of 180,965, and the publishers of the American the American Paper by a reward of \$400 to the first person who successfully assails it.

The Title Sami Weekly Advertiger has

The Timn Semi-Weekly Advertiser has credit for the largest circulation accorded to any daily or weekly published in the Thirteenth Congressional District of Ohio, which has a population of 18.38.

has a population of 185,384.

The Mansfield Weekly News has credit for the largest circulation accorded to any paper published in the property of the largest circulation accorded to any paper published in the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Zanesville Weekly Courier has credit for the largest circulation accorded to any paper published in the Fifteenth Congressional District of Ohio, which has a population of 162,131, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Barnesville Enterprise has credit for

The Barnesville Enterprise has credit for

the largest circulation accorded to any paper published in the Sixteenth Congressional District of Ohio, which has a population of 160,399, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

who successfully assails it.

The Newark Weekly Tribune has credit for the largest circulation accorded to any daily or weekly published in the Seventeenth Congressional District of Ohio, which has a population of 176,744, and the publishers of the American Newspaper Directory guarantee corded to this paper by a reward of \$10 to the first person who successfully assails it.

The Youngstown Duily Vindicator has credit for the largest circulation accorded to any paper published in the Eighteenth Congressional District of Ohio, which has a population of 196,178, and the publishers of the American Newspaper Directory guarantee the Congressional District of Congressional District of Ohio, which has a population of 196,178, and the publishers of the American Newspaper Directory guarantee the Congression of Congres

The Akron Daily Beacon and Republican has credit for the largest circulation accorded to any paper published in the Nineteenth Congressional District of Ohlo, which has a population of 181,44.

The Medina Gazette-News has credit for the largest circulation accorded to any daily or weekly published in the Twentieth Congressional District of Onio, which has a population of 17,340, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

the first person who successfully assails it.

The Cleveland Union Goppi News has credit for the largest circulation accorded to any paper published in the Twenty-first Congressional District of Ohio, which has a population of 172,707, and he publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

#### OKLAHOMA.

The Guthrie Weekly State Capital has credit for the largest circulation accorded to any paper published in Oklahoma, which has a population of 61.834, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

#### OREGON.

The Portland Sunday Oregonian has credit for the largest circulation accorded to any paper published in the First Congressional District of Oregon, which has a population of 185,5%, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Roseburg Review has credit for the largest circulation accorded to any paper published in the Second Congressional Dispublished in the Second Congressional Dis-trict of Oregon, which has a population of 188,205, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

#### PENNSYLVANIA.

PENNSYLVANIA.

The Philadelphis Sunday Rem has credit for the largest circulation accorded to any paper published in the First, Second, Third, Fourth and Fifth Congressional Districts of Pennsylvania, which have a combined population of 1,046,964, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The West Chester Local News has credit for the largest circulation accorded to any daily

or weekly published in the Sixth Congressional District of Pennsylvania, which has a population of 164,060.

The Doylestown Weekly Intelligencer has credit for the largest circulation accorded to any paper published in the Seventh Congresional District of Pennsylvania, which has a population of 198,906, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The Stroudsburg Monroe Democrat has credit for the largest circulation accorded to any weekly published in the Eighth Con-gressional District of Pennsylvania, which

has a population of 152,367.

The Easton Datly Free Press has credit for the largest circulation accorded to any daily published in the Eighth Congressional Dis-trict of Pennsylvania, which has a population of 152,367.

The Allentown Weekly Welt Bote has credit for the largest circulation accorded to any weekly published in the Ninth Congressional District of Pennaylvania, which has a popu-lation of 213,968.

The Reading Daily Eagle has credit for the largest circulation accorded to any daily published in the Ninth Congressional District of Pennsylvania, which has a population of

The Lancaster Labor Leader has credit for the largest circulation accorded to any daily or weekly published in the Tenth Congressional District of Pennsylvania, which has a population of 149,0%, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating the constraint of the constraint of the first person who successfully assails it.

The Scranton Index has credit for the largest circulation accorded to any paper published in the Eleventh Congressional District of Pennsylvania, which has a population of 142,083, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$400 to the first person who successfully assails it.

The Wikesbarre Daily Record has credit for the largest circulation accorded to any paper published in the Twelfth Congressional District of Pennsylvania, which has a population of 201,208, and the publishers of the American Newspaper Directory guarantee the accuracy of the chrulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Pottsville Daily Republican has credit for the largest circulation accorded to any paper published in the Thirteenth Congressional District of Pennsylvania, which has a sional District of Pennsylvania, which has a population of 154,163, and the publishers of the American Newspaper Directory guaran-tee the accuracy of the circulation rating ac-corded to this paper by a reward of \$100 to the first person who successfully assails it.

The Harrisburg Telegram has credit for the largest circulation accorded to any paper published in the Fourteenth Congressional District of Pennsylvania, which has a population of the control of Pennsylvania, which has a population of the control of Pennsylvania, which has a population of Pennsylvania, which has a population

lation of 171,384.

The Harrisburg Datly Star-Independent has credit for the largest circulation accorded to any daily published in the Fourteenth Congressional District of Pennsylvania, which has a population of 171,384, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating the conded to this paper by a reward of \$400 to the first person who successfully assails it.

The Montrose Independent Republican has credit for the largest circulation accorded to any paper published in the Fifteenth Congressional District of Pennsylvania, which has a population of 146,227.

The Williamsport Pennsylvania Grit has credit for the largest circulation accorded to any paper published in the Sixteenth Con-gressional District of Pennsylvania, which

has a population of 174,355, and the publishers of the American Newspaper Directory guar-antee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assal

The Williamsport Daily Sun has credit for the largest circulation accorded to any daily published in the Sixteenth Congressional District of Pennsylvania, which has a population of 174,355, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Milton Feople has credit for the largest circulation accorded to any paper published in the Seventeenth Congressional District of Pennsylvania, which has a population of 38,78, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails to

person who successfully assalls it.

The Chambersburg People's Register has credit for the largest circulation accorded to any daily or weekly published in the Eighteenth Congressional District of Pennsylvania, which has a population of 169,448, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The York Weekly has credit for the largest circulation accorded to any paper published in the Nineteenih Congressional District of Pennsylvania, which has a population of 180,246, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of 8100 to the first person who auccessfully assalls it.

The Altoona Mirror has credit for the largest circulation accorded to any paper published in the Twentieth Congressional District of Pennaylvania, which has a population of 213,302, and the publishers of the American Newspaper Directory guarantee the accuracy of the Circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The Indiana Gazette has credit for the larg and a normal oracette nas credit for the largest circulation accorded to any paper published in the Twenty-first Congressional District of Pennsylvania, which has a population of 245,746, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$400 to the first person who successfully assalls it.

The Pittsburg Daily Chronicle Telegraph has credit for the largest circulation accorded to any paper published in the Twenty-second Congressional District of Pennsylvania, which has a population of 278,853, and the publishers of the American Rewaysper Directory rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it. assails it.

The Allegheny Alleghenier und Pittsburgher Sonntagsbote has credit for the largest circulation accorded to any paper published in the Twenty-third Congressional District of Pennsylvania, which has a population of 184, 215, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The McKeesport News has credit for the largest circulation accorded to any paper published in the Twenty-fourth Congressional District of Pennsylvania, which has a population of 288,488, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating the period of the first paper by a reward of \$100 to the first person who successfully assails it.

The Mercer Dispatch and Republican has credit for the largest circulation accorded to any daily or weekly published in the Twenty-

fifth Congressional District of Pennsylvania, which has a population of 198,677, and the publishers of the American Newspaper Di-rectory guarantee the accuracy of the circu-lation rating accorded to this paper by a re-ward of \$100 to the first person who success-fully assalisist.

The Eric Times has credit for the largest circulation accorded to any daily published in the Twenty-sixth Congressional District of Fennsylvania, which has a population of 151,598, and the publishers of the American Newspaper Directory guarantee the socuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Oil City Semi-Weekly Derrick has credit for the largest circulation accorded to any paper published in the Twenty-seventh Con-gressional District of Pennsylvanis, which has a population of 138,326.

The Bellefonte Keystone Gasette has credit for the largest circulation accorded to any paper published in the Twenty-eighth Congressional District of Pennsylvania, which has a population of 180.357, and the publishers of the American Newspaper Directory guarantee the accuracy of the directalistion rating accorded to this paper by a reward of \$100 to the first person who successfully as-

#### RHODE ISLAND.

The Westerly Tribuse has credit for the largest circulation accorded to any paper published in the First Congressional District of Rhode Island, which has a population of 189,583, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Providence Evening Bulletin has credit for the largest circulation accorded to any daily or weekly published in the Second Congressional District of Rhode Island, which has a population of 164,958.

#### SOUTH CAROLINA.

The Charleston Daily News and Courier has credit for the largest circulation acorded to any paper published in the First Congressional District of South Carolina, which has a population of 184,398.

The Alken Recorder has credit for the largest circulation accorded to any paper published in the Second Congressional District of South Carolina, which has a population of 151,220, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

the first person who successfully assalis it.

The Due West Associate Reformed Precedity for the largest circulation accorded to any paper published in the Third Congressional District of South Carolina, which has a population of 182,081, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis it.

The Greenville Southern Christian The Greenville Southern Christian Advo-cate has credit for the largest circulation ac-corded to any paper published in the Fourth Congressional District of South Carolina, which has a population of 196,876, and the publishers of the American Newspaper Di-rectory guarantee the accuracy of the circu-lation rating accorded to this paper by a re-ward of \$100 to the first person who successfully assails it.

The Columbia Daily State has credit for the largest circulation accorded to any daily published in the Fourth Congressional Dis trict of South Carolina, which has a popula-tion of 196,387.

The Yorkville Weekly Enquirer has credit The Yorkville Weekly Enquirer has credit for the largest circulation accorded to any paper published in the Fifth Congressional District of South Carolina, which has a popu-lation of 141,750, and the publishers of the

American Newspaper Directory guarantee the accuracy of the circulation rating ac-corded to this paper by a reward of \$400 to the first person who successfully assails it.

The Bennettsville Pee Dee Advocate has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of South Carolina, which has a population of 158.851.

population of 185,851.

The Orangeburg Court House Times and Democrat has credit for the largest circulation accorded to any paper published in the Seventh Congressional District of South Carolina, which has a population of 216,512, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Johnson City Comet has credit for the largest circulation accorded to any paper published in the First Congressional District of Tennessee, which has a population of 183, 41, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Knoxville Evening Sentinel has credit for the largest circulation accorded to any paper published in the Second Congressional District of Tennessee, which has a population

of 196,582.

The Chattanooga Times, semi-weekly and Sunday, have credit for the largest circula-tions accorded to any paper published in the third Congressional District of Tennessee, which has a population of 199,672.

which has a population of 199,612. The Carthage Times has credit for the largest circulation accorded to any paper published in the Fourth Congressional District of Tennessee, which has a population of 189,900, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of 8100 to the first person who successfully assalls it.

The Fayetteville Observer has credit for the largest circulation accorded to any paper published in the Fifth Congressional District of Tennessee, which has a population of 183,773, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

The Columbia Maury Democrat has credit for the largest circulation accorded to any paper published in the Seventh Congresional District of Tennessee, which has a population of 183,948, and the publishers of the American Rewspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a roward of \$100.00 the first person who successfully assails it.

The Jackson Dispatch has credit for the largest circulation accorded to any paper published in the Eighth Congressional District of Tennesses, which has a population of 161,820.

The Martin Primitive Baptist has credit for the largest circulation accorded to any paper published in the Ninth Congressional District of Tennessee, which has a population of 174,29, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails the

The Memphis Weekly Commercial-Appeal The Memphis Weekly Commercial-Appeal has credit for the largest circulation accorded to any paper published in the Tenth Congressional District of Tennessee, which has a population of 186,318, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully as-

#### TEXAS

The Houston Semi-Weekly Post has credit for the largest circulation accorded to any paper published in the First Congressional District of Texas, which has a population of 102,87; and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rature accorded to this paper by a reward of \$100 to the first person who successfully assails it. uccessfully assails it.

The Rusk Standard Herald has credit for The Husk Standard-Herald has credit for the largest circulation accorded to any paper published in the Second Congressional Dis-trict of Texas, which has a population of 210,228, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this pa-per by a reward of \$100 to the first person who successfully assails it.

The Greenville Weekly Herald has credit for the largest circulation accorded to any paper published in the Third Congressional District of Texas, which has a population of

The Sulphur Spring Gazette has credit for the largest circulation accorded to any paper published in the Fourth Congressional District of Texas, which has a population of 170,001, and the publishers of the American Newspaper Directory guarantee the accuracy per by a reward of 4100 to the first person who successfully assails it.

The Denien Weekly, Herald has credit for

The Denison Weekly Herald has credit for the largest circulation accorded to any paper published in the Fifth Congressional District of Texas, which has a population of 186,477, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Dallas Texas Furm and Ranch has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of Texas, which has a population of 210,907.

The Dallas Morning News has credit for the largest circulation accorded to any daily published in the Sixth Congressional District of Texas, which has a population of 210,907.

or rexas, which has a population of 20,301.

The Waco Texas Baptist and Standard has credit for the largest circulation accorded to any paper published in the Seventh Congressional District of Texas, which has a population of 182,994, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Fort Worth Weekly Gazette has credit for the largest circulation accorded to any paper published in the Eighth Congressional District of Texas, which has a population of 174,068, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person

who successfully assails it.

The Austin Firm Foundation has credit for The Austin Firm Foundation has credit for the largest circulation accorded to any paper published in the Ninth Congressional District of Texas, which has a population of 175,149, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Austin Daily Statesman has credit for the largest circulation accorded to any daily published in the Ninth Congressional District of Texas, which has a population of 175,149.

The Galveston Semi-Weekly News has credit for the largest circulation accorded to any paper published in the Tenth Congressional District of Texas, which has a population of

The Cuero Star has credit for the largest circulation accorded to any paper published in the Eleventh Congressional District of Texas, which has a population of 189,938, and

the publishers of the American Newspape Directory guarantee the accuracy of the cir-culation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

Cessiuly assais it.

The Austin Weekly Freie Presse has credit for the largest circulation accorded to any paper published in the Twelfth Congressional District of Texas, which has a population of 186,088, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

who successfully assails it.

The Abliene West Texas Baptist has credit for the largest circulation accorded to any paper published in the Thirteenth Congressional District of Texas, which has a population of 190,460, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

#### UTAH.

The Ogden Semi-Weekly Standard has credit for the largest circulation accorded to any daily, semi-weekly or weekly published in Utah, which has a population of 307,305, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it. ccessfully assails it.

The Burlington Datly Free Press has credit for the largest circulation accorded to any paper published in the First Congressional District of Vermont, which has a population of 100,900, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of 8100 to the first person who successfully assalls it.

The Brattleboro (Vt.) Phonic has credit for the largest circulation accorded to any paper published in the Second Congressional District of Vermont, which has a population of 182,482, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

#### VIRGINIA

The Fredericksburg Free Lance has credit for the largest circulation accorded to any paper published in the First Congressional District of Virginia, which has a population of 187,010, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls t.

The Norfolk Datly Virginian has credit for the largest circulation accorded to any paper published in the Second Congres-sional District of Virginia, which has a popu-

lation of 145,536.

The Richmond Dispatch, daily and weekly, have credit for the largest circulations accorded to any daily or weekly published in the Third Congressional District of Virginia, which has a population of 172,081.

The Emporia Virginian has credit for the largest circulation accorded to any daily or weekly published in the Fourth Congressional District of Virginia, which has a popu-

atonal District of Virginia, which has a population of 19,558.

The Lynchburg Weekly News has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of Virginia, which has a population of 184,488, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Harrisonburg Free Fress has credit for the largest circulation accorded to any daily or weekly published in the Seventh Congres-sional District of Virginia, which has a popu-

lation of 155,197, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accord-ed to this paper by a reward of \$100 to the first person who successfully assalls it.

The Hamilton Enterprise has credit for the The Hamilton Enterprise has credit for the largest circulation accorded to any daily or weekly published in the Eighth Congressional District of Virginia, which has a population of 147,968, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Pulaski City News-Review has credit for the largest circulation accorded to any paper published in the Ninth Congressional District of Virginia, which has a population of 187,487, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100\$ to the first person who successfully assalis it.

The Staunton Argus has credit for the largest circulation accorded to any paper published in the Tenth Congressional District of Virginia, which has a population of 185,138, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of 8100 to the first person who successfully assails it.

#### WEST VIRGINIA.

The Wheeling Datty News has credit for the largest circulation accorded to any daily or weekly published in the First Congressional District of West Virginia, which has a population of 177,840.

The Kingwood Journal has credit for the largest circulation accorded to any daily or weekly published in the Second Congressional District of West Virginia, which has a population of 178,305, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating the control of the paper by a reward of \$100 to the first person who successfully assalls it.

The Charleston Daily Mail has credit for the largest circulation accorded to any paper published in the Third Congressional District of West Virginia, which has a population of

The Huntington Baptist Banner has credit for the largest circulation accorded to any paper published in the Fourth Congressional District of West Virginia, which has a population of 185,360, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalls it.

#### WISCONSIN.

The Bacine Stavis has credit for the largest circulation accorded to any daily or weekly published in the First Congressional District of Wisconsin, which has a population of

The Janesville Daily Gazette has credit for the largest circulation accorded to any daily published in the First Congressional District of Wisconsin, which has a population of 165, 986, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$400 to the first person who successfully assalis it.

The Madison Daily Wisconsin State Jour-nal has credit for the largest circulation ac-orded to any daily published in the Second Congressional District of Wisconsin, which has a population of 165,312.

The Viroqua Censor has credit for the largest circulation accorded to any daily or weekly published in the Third Congressional District of Wiscondin, which has a population of 173,72, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Waukesha Freeman has credit for the largest circulation accorded to any paper published in the Fifth Congressional District of Wisconsin, which has a population of 113,453, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The Oshkosh Daily Northwestern has credit for the largest circulation accorded to any paper published in the Sixth Congressional District of Wisconsin, which has a population of 181,001, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation retting accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The La Crosse Buyost's New Studget has credit for the largest circulation accorded to any paper published in the Seventh Congressional District of Wisconsin, which has a population of 150,831, and the publishers of the American Newspaper Directory guaranacorded to this paper by a reward of \$100 the first person who successfully assails it.

The Appleton Daily Crescent has credit for the largest circulation accorded to any daily published in the Eighth Congressional District of Wisconsin, which has a population

of 179,408.

The Wausau Central Wisconsin has credit The Wausau Central Wisconsin has credit for the largest circulation accorded to any daily or weekly published in the Ninth Congressional District of Wisconsin, which has a population of 164,777, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assails it.

The West Superior Evening Telegram has credit for the largest circulation accorded to any paper published in the Tenth Congressional District of Wisconsin, which has a population of 149,58, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100 to the first person who successfully assalis is.

#### OLD CHICAGO NEWSPAPERS.

A complete file of each of the newspapers that have been published in Chicago since the fire, in fact more complete than is to be found in many of the newspaper offices, is one of the features of the Chicago public library. When the editors of the various library. When the editors of the various newspapers are appealed to in regard to articles that have appeared in their papers they, with one accord, refer the applicant to the public library. In addition to persons so referred, there are a large number of people who, knowing of these files, are constantly wanting either the whole or a portion of the articles they have read, but failed to preserve. Many of these requests are for articles of very recent date, and the area from which very recent date, and the area from which they come is only limited by the circulation of the Chicago papers, together with such papers as make excerpts from them. There is probably nothing in the library that is the source of more request than these files of Chicago newspapers, and there is certainly nothing more closely guarded. This latter fact accounts for the file in the public library being more perfect than are many of those in the offices where the paper is published. It is not quite easy to understand why a person who would not think of tearing a page from a book will ruthlessly mutilate a newspaper file that is far more valuable. But the fact re-mains, and for this reason the newspaper files at the public library are constantly guarded. No one is permitted to examine them save under the surveillance of the guard.—Clipping Collector.

#### ADVERTISING BULLS.

BROOKLYN, N. Y., April 1, 1896. Editor of PRINTERS' INK:

A Leipsic undertaker, who had furnished rooms to rent over his store, had a card printed which read: "Lodgings for single gentlemen," but he inadvertently laid it in his window on top of a sample coffin! He could not see the inappropriateness of the position until it was pointed out to him by amused neighbors. "Fine men's underwear amused neighbors. "Fine men's underwear
-for both sexes," was apparently an oversight on the part of a dry goods advertiser, as was also the shoemaker's ad, "Shoes

sold while you wait.'

Only the other day I read in a Western paper about a "special sale of men's suits, reduced from ten to fifteen dollars." Probably the figures were meant to be reversed, but that is the way it read. The man who had a loaded revolver stolen from his bedroom, and advertised for it, stating that the finder "could have the contents and no questions asked," probably meant, in all sinquestions asked, propably meant, in all sin-cerity, just what he said, but one cannot think the same of the lady who lost her poodle dog and described it in her advertisement as "a and described it in her advertisement as "a white French poodle, the property of a lady with a curly tail and one leg alightly crooked." "Fine Oak Bedroom Suits in Rosewood and Cherry." is the strange announcement of a Brooklyn furniture dealer. He must have discovered some secret pro-cess of ringing the changes on oak. Most of the foregoing examples are solely attributa-ble to carelessness. John Chester.

#### A NEWSPAPER MEN'S PARADISE,

Office of THE LARKIN SOAP MFG. Co. BUFFALO, N. Y., Mar. 31, 1896.

Editor of PRINTERS' INK:

You will probably be interested in knowing that the newspaper man's paradise is in New Berne, N. C. It is a town of 8,000 to 10,000 population, and has a city ordinance pro-hibiting any style of advertising except the use of newspaper space. Advertisers are not allowed to give premiums, souvenirs, etc.

The Larkin Soap Mfg. Co.,
D. D. Martin, Sec'y.

#### BOSTON BEACONS.

Boston, April 7, 1896.

Editor of PRINTERS' INK:

Ingenious advertising has brought forth a new vocation—one that is novel in the ex-treme. It is that of a "professional marks-man"—that is, one who attends shooting matches as a competitor solely to advertise certain guns. It it said there is more than one sharp-shooter in the employ of the gun manufacturers who travels extensively, and one in particular has quite a reputation at the

A Boston hardware concern is now equipping its commercial travelers with bicycle In this line there are no samples to carry, all goods being sold from illustrated catalogues; so it is expected that these festive drummers can wheel from one town to another, and soon cover 1,000 miles, with no mileage to be charged for. The scheme is also to advertise

a bike the firm is handling.

The Lydia E. Pinkham advertising now The Lydia E. Pinkham advertising now amounts to about \$30,000 a year, and the complete control of the expenditure of this large sum is intrusted to J. T. Wetherald, of Pettingill & Co.'s agency. For a young man this gentleman has made rapid strides towards success Coming to Boston only a dozen years ago he has, through energy, tact and industry, become a partner of Mr. Pet-tingill, and has a fine residence in the Back GERALD DEANE.

> 452 " Rookery." CHICAGO, April 4, 1896.

Editor of PRINTERS' INK:

If I had made up the list for the five-inch ouble-column advertisement mentioned in your issue dated April 1st (first article on editorial page) I should have inserted the following named papers, as they come within the specifications stated:

the specifications stated:		
	PRICE.	PRICE PER M. CIR.
Chicago Advance	\$19.60	.926
Epworth Herald.	70.00	.87
Decorah Posten	15.00	.40
IndianapolisSentinel	16.80	-542
Boston Sacred Heart Re-		
view	28.00	.70
Minneapolis, Svenska, Ameri-		
kanska Posten.,	14.00	-43
St. Paui Pioneer Press	20.00	.715
Kansas CityPacker	11,00	.604
Sunday Sun	21.00	.647
St. LouisGlobe-Democrat.	Q1.00	.948
Herold des Glau-		
bens	16.80	-53
Omaha Bee	28.00	.674
ElmiraTelegram	70.00	.676

I think I could find on investigation twenty or thirty more weeklies which could be ob tained at their gross rates at \$1 per thousand Respectfully, T. P. ROBERTS. copies or less.

#### "PRINTERS' INK."

We would like to see this sterling business journal in the hands of every merchant in the South. Were such the case it would astound the world to note the advance of Southern commerce. Its apt suggestions are adjustable to the local business of a few thousand annually, as well as to the wide-spread institution with the million dollar

Its subscription price should not be con-sidered an item of bare expense, but an in-

vestment that will yield large dividends.
A fact not known even to PRINTERS' INK is that "Business Chat" itself owes its existence to the columns of good hard horse sense found in the journal referred to. Its statement of incontrovertible facts pertaining to the profit in judicious advertising gave us our thirst for experience in that line, and largely to the advice absorbed from its pages is due the success we have already attained.—Business Chat, Nashville.

#### AN ART DELIRIUM.

He uttered a cry of horror.
"Take it away!" he yelled. "Take it away! I'll neves touch another drop as long as I live."

It was several minutes before he dared look up again, but, when he did, he seemed a little

"I never thought I would come to this," he said, "but I have learned a lesson, at any rate. From this moment I am a total ab-

And, after all, it was nothing but a Beardsley poster that he had seen .- Chicago Post .

#### HAT DODGERS.

BROOKLYN, N. Y., April 1, 1896.

Editor of PRINTERS' INK:

I beg leave to trespass upon Printers' Ink's valuable space in order to give a few samples of card dodgers used by a Brooklyn hatter. They are about 2 inches square, in variegated colors, and are printed on one side only, but it is the few words upon them that catch the eye and please the reader. It will be seen that the "eye catchers" are merely the names of popular songs:

JUST TELL THEM THAT YOU SAW ME WIENER BELMONT HAT.

THE MAN THAT BROKE THE BANK AT MONTE CARLO WIENER BELMONT HAT.

WHAT RIGHT HAS HE ON BROAD-

UNLESS HE WEARS A
WIENER "BELMONT" HAT?

YOU MAY HAVE SEEN BETTER DAYS BUT NO BETTER STYLES THAN WIENER'S BELMONT HAT.

Y WOULD WALTZ WIT AND HE WORK

WIENER'S BELMONT HAT.

NEVER CARED TO WANDER FROM HIS OWN FIRESIDE; WIENER BELMONT HAT!

A MOTHER'S APPEAL TO HER BOY-

WIENER BELMONT HAT!

OH, UNCLE JOHN WIENER "BELMONT" HAT?

There are about three dozen different cards of the above type, and they are distributed liberally at balls, receptions and public meet-ings in the Eastern District of Brooklyn. RICHARD WALLACE.

AN ADVERTISING SUGGESTION.

NEW YORK, April 1, 1896. Editor of PRINTERS' INK :

A shrewd business man proposed to the United States Government, some years ago, to make all its postage stamps without charge, to make all its postage stamps without charge, if it would give him the privilege of putting his advertisement on them. If the Government to-day should enlarge its stamps, and offer two-thirds their space to competitive bids, it might eliminate the entire expense of the Post-Office Department.

But sentiment and decency forbid this

desecration, and very properly.
But there are Governments—like Abyssinia and Hayti, say—that would have no taste, traditions or sentiment in the matter. Where the label on a tomato can makes a picture in

the label on a tomato can makes a picture in the King's parlor, everything in an advertising way might be possible.

I wonder, therefore, why some proprietary medicine firm, or other universal caterer to human wants, doesn't try the half civilized continents and islands of the world to work this scheme for what it may be worth.

O MERCHANT, multiply your trade, By using bright ads well displayed!

WHY, INDEED?

"WALLACE'S FARMER AND DAIRYMAN."
The Official Paper of Iowa, as designated by Section 1469 of the Code.
DES MOINES, Iowa, April 1, 1896.
Editor of PRINTERS' INK:

Here is something we would like to have you explain. We publish a semi-monthly paper called The Creamery Gazette, which is devoted to the dairy interests. Prior to January 1, 1896, the publication office was Ames; on the date indicated we moved the publication office to Des Moines. The first issue of The Creamery Gazette was deposited in the The Creamery Cazette was deposited in the Des Moines post-office January 13, and on the day following we were notified to call and pay postage on those papers addressed to residents of Des Moines, and which were de-livered by carrier. On looking the matter up we find that the rules and regulations require third-class postage on second-class publica-tions delivered by carrier if the publications are published semi-monthly, monthly or quarterly.

Now here is the question: As long as the paper was mailed at Ames no postage was required for those copies sent to residents of required for those copies sent to residents of Des Moines, nor is postage required now for those copies which go to Chicago, New York, or other large cities where the carrier system is employed. Why should postage be required simply on those papers delivered by carrier at the office of publication?

Very truly.
THE WALLACE PUBLISHING CO.,
By H. C. W.

IN LOS ANGELES. Los Angeles, April 1, 1896.

Editor of PRINTERS' INK: A Los Angeles druggist recently displayed the following comprehensive placard in his show window: "Everything for a bath ex-cept water and the tub." G. W. C.

BOOMING "L" ROAD SPACE.

NEW YORK, April 4, 1896. Editor of PRINTERS' INK :

The advertising contractors for the Manhattan "L" road—Messrs. Cohen Bros. and Klee have just put out a series of jingle cards for the purpose of booming their own business. They are printed in two colors, and as their captions are of very up-to-date char-acter, they attract considerable attention in the cars of the "L" roads. Here are a few of them copied at random:

AT CRIPPLE CREEK they're mining gold, But pray why go so far, When rapid fortunes oft unfold From ads placed in this car?

A BUSINESS STORY, tersely told In language pithy, pointed, bold, And placed herein, with good display, Will bring you profits every day.

TWELVE HUNDRED THOUSAND EYES each day Will see just what you've got to say, If in these cars you advertise, Great profits soon you'll realize.

THE QUICKEST WAY to boom your trade Is having signs herein displayed; The cost is small, the profits great; Shrewd merchants will not hesitate.

WAR IS DECLARED—the war of trade— To boom your business seek the aid Of "L" road signs, which always pay The advertiser day by day.

JOHN CHESTER,

## WITHOUT EXCEPTION

general advertisers value above all else the advantage of CIRCULATION IN THE FAMILY CIRCLE. This advantage is offered to an UNUSUAL EXTENT by the

# Cincinnati Commercial ...Gazette

The local merchants of Cincinnati thoroughly know and willingly acknowledge the fact that the COMMERCIAL GAZETTE is

## THE FAVORITE FAMILY NEWSPAPER

of its section and therefore the best family advertising medium, and have by experience found their confidence fully

#### JUSTIFIED BY RESULTS

Every one knows of the Leading Family Grocers of Cincinnati, "The Joseph R. Peebles' Sons Co."—they write under date of September 9, 1895, as follows:

"After giving your paper a thorough test, we have decided that the COMMERCIAL GAZETTE is the best family paper in Cincinnati for advertising purposes."

Messrs. Knopf & Co., the Great Retail Clothiers of Cincinnati, say in writing to the COMMERCIAL GAZETTE:

"We have thoroughly tested your paper and find that we have at all times received a good result from our advertisements.

"We attribute the success of our ads in your paper to the fact that we find that it is read by the best families in Cincinnati and vicinity."

## FOR ARTICLES OF FAMILY CONSUMPTION THIS PAPER WILL WELL REPAY THE ADVERTISER.

Rates, sample copies or other information on request.

## J. E. VAN DOREN SPECIAL AGENCY, PUBLISHERS' DIRECT REPRESENTATIVES,

Tribune Bldg., New York.

1320 Masonic Temple, Chicago.

Printing link is very sticky stuff
And a good many printers have got stuck with it.

DANBURY NEWS. - old.

For two years the ink salesmen have been telling printers that if they buy inks of me they will get stuck eventually. Those who have bought of me for two years have not got stuck yet; but those who have not bought of me have been stuck every week and all the time. When you come to think of it, a man who buys of me can't be very seriously stuck on a quarter of a pound of Carmine at 50 cents, can he, now?

If you buy ten pounds of the ink this page is printed with for \$2.50 you won't get stuck much! Do you think you will? It you want ten pounds of this ink for \$2.50, send me the money, and I'll send you the stuff.

Address, Printers Ink Jonson (with check)

No. 8 SPRUCE STREET, NEW YORK.

## OUR TEAPOT

#### IT IS SOLID SILVER--STERLING.

What is it for?

We will tell you. This is it. In every issue of PRINTERS' INK there appear a good many pretty poor ads and a few good ones.

The good ones bring profit to the advertiser and cause his face to be

wreathed with smiles.

The poor ads cost just as much, but produce less result, and induce a loss of faith in the value of advertising.

This is all wrong !

We want more good advertisements.

The way to make a good advertisement is to try to make a good one-try

hard.

To encourage good advertisements, we will, early in May, send this Solid Silver Teapot to the advertiser who has the best advertisement in PRINTERS' INK during the month of April.

Early in June, another PRINTERS' INK Teapot will be sent to the advertiser who has the best advertisement during May.

In July another. In August another, and so on.



#### THE PRINTERS' INK TEAPOT.

April, 1896.

We invite our readers to scan the advertisements, select the best and fill out the voting coupon, and send it in—addressed to PRINTERS' INK.

As a reward to the voters we will give a coupon good for a year's subscription to Printers' Ink to each voter who happens to vote for the advertisement that is deemed the best.

#### VOTING COUPON.

In the opinion of the undersigned, the best, that is the most effective, advertisement in PRINTERS' INK, issue of April 8th, is that of

Appearing on page

Name of voter

Address of voter

Voting Coupons, properly filled, should be addressed simply

PRINTERS' INK, 10 Spruce St., New York.

A subscriber who happens to be unwilling to mutilate his copyof PRINTERS' INK by cutting out the coupon may express his preference by letter or postal card. Either will answer the purpose.

I want the work of one or two more large concerns who recognize the importance of good advertising, and who want the very best service they can get. My proposition to such concerns is not a hazy or intangible one. I undertake to get from their advertising better results than they have ever had.

I propose to make myself a part of their business organization and to give them the best I know in their advertising and in that part of the management of their business which relates to advertising. I don't mean that I want to turn their affairs upside down or that I want to do anything radical or arbitrary. I will make no important move without their sanction, but I will so manage their advertising that it will be economically done and will bring better results than it ever brought before.

I can help even those who already have an advertising manager. I can help him to get better results than he can get by himself. From the outside of the business I will have a better view of it than any one can have from the inside.

I am more of a business man than and a writer. There are a great many people who can write good advertisements. There is only one in ten thousand who is a really good business man. Of all the men who enter business op per cent fail, and many of them fail because they have not made use of the special ability

of other people.

I have been successful in my business because I have been able to see the strong points and the weak points

of the business I was called upon to advertise.

I am prepared to go any place in the United States to familiarize myself thoroughly with a business and to practically identify myself with it. I will make as many visits as are necessary to keep in close touch with the affairs of the concern I am working with.

I don't care what sort of advertising you are doing or what line of business you are in. I can give you profitable service. I can make more money for you than you will have to pay me. If I can get for you sper cent increase above your normal, natural increase for a year, you can afford to pay me well for it. I believe that in most businesses I can do considerably better than this. I am sure that in many businesses I can show an increase of from 15 to 25 per cent, using for advertising only the same amount of money as has been used heretofore. I am sure that in 99 cases in 100 I can sawe the amount of my fees merely by cutting off useless expenditude money and the amount of my fees merely by cutting off useless expenditudes.

The sort of service I propose to give entails hard work and hard thinking, I can't do it for everybody. I am willing to do it for two or three new customers. I want to hear from business men who are willing to pay me \$2,000 for work that will bring them \$10,000 in profits.

CHARLES AUSTIN BATES, Vanderbilt Building, New York,



#### A WRITER'S REWARDS.

The proceeds of my sonnet "Mystery"
Paid up my bills for sugar and for tea.
My dozen lines on "Faith and Life and Soul"
Provided me with all my winter's coal.
The verse entitled "'Neath the Social Ban"
Bailed out of jail our much-loved hired man.

Bailed out of jail our much-loved hired man. My famous quatrain on "The World's Rebuffs" Squared her who frays my collars and my

cuffs.

A dozen couplets, juvenile, on cats

Have kept my darling wife in gloves and

hats.

My prose-verse, Addisonian, on "Chance'
Has bought my boy a pair of sailor pants.

My epic fragment on the aged rocks
I spent upon some needed woollen socks.

And now the novelette I did last summer If I can sell, I'll squander on the plumber.

—Harper's Bazaar.

#### ADVERTISING LOWERS PRICES.

Advertising has done more than any other one thing to lower prices; it has proved to be of untold value to the public at large because of the actual cash saving the people are enabled to make every day by reading the news of special sales, bargain days, etc. They have learned by experience when any of the common necessities of life are advertised cheap, and when dear; they patronize the one and shun the other. Advertising enables them to keep a check on the market, and it enables them to tell when their grocer or their dry goods merchant is overcharging them.—Henry D. Bushnell, in the Butte Miner.

#### Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

#### WANTS.

HALF-TONES, 1 col., \$1, 2 col., \$2. BUCHER ENGRAVING CO., Columbus, O.

H. D. LA COSTE, special newspaper representative, 38 Park Row, New York. Dailies only.

PAPERS that lead in their locality represented by H. D. LACOSTE, 33 Park Row, New York. THE VINDICATOR, Youngstown, Ohio. 8,400 d., 6,000 w. Wants first-class advertisements

WANTED-Reliable firms wishing results to advertise in the Flushing (N. Y.) JOURNAL, daily and weekly.

WANTED—An experienced printing solicitor.
Address, with reference, BERKOWITZ &
CO., Kansas City, Mo.

CO., Kansas City, Mo.

DATTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods.

W'ANTED, printed but not used postals; send sample, state quantity. W. S. PARKER, 182 Monroe St., Chicago.

WISCONSIN AGRICULTURIST, Racine, Wis.
Advertisements at 30-cents a line for 25,000 circulation, guaranteed.

MANY a young man has found his start in life by learning shorthand at home, lessons by mail. Lesson free. I. P. SNELL, Truro, N. S.

TAL by learning snorthand at nome, lessons by mail. Lesson free. I. P. SNELL, Truro, N. S.

TRAINED newspaper man, willing to work hard, wants a place, and, like the small boy, "wants it bad," "C. R.," care of Frinters' Ink.

W E will reproduce any cut printed black on white paper, 1 column for 50c., larger cuts at 6c. per square inch. BUCHER ENGRAVING CO., Columbus, O.

POSITION wanted with an advertising or print ing concern, where a practical knowledge of printing would be of use. Address "H. H. H.," care Printers' lnk. WANTED—Young man as assistant in editorial department of PRINTERS' INK; one with some experience and who can typewrite preferred. Address, with full particulars.

W ANTED to buy a good weekly or a small daily in a thriving town—Alahama, Miss., Ark., Texas or Louisdana preferred. Address, for 30 days, W. DE AHR, Green Cove Springs, Fiz.

WANTED-Position as assistant editor and manager of country weekly-Democrator independent; am a pra-tical printer; terms reasonable. Address "J. K. P.," 138 C. St., S. E., Washington, D. C.

DARTNER wanted, with \$1,500, to buy interest in newspaper and job printing near New York. Power presses, compiete plant. Only man capable to taking charge of entire business. TIMES, care Printers' Ink.

THE KANSAB ENDEAVORER, of Topeka, Kan., wants an Eastern representative. Eight-page monthly publication. Well established. Official organ and only representative of the Kansas Christian Endeavor Union, membership of which is more than 42,000.

#### SPECIAL WRITING.

3 A WEEK; original editorials for weeklies; full complement. "PIFT," Printers' Ink.

#### PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and adv'rs.

#### BILLPOSTING AND DISTRIBUTING.

CIRCULARS, faithfully dist'd, bring good Feturns. Try us. Send for terms and references. F. E. HALBERT, 113 Railroad St., Cortland, N. Y.

#### ADVERTISEMENT COMPOSITION.

UNMATCHED facilities for the proper construction of advertisements. Send for booklet of 125 borders. P. G. DARROW PRINT-ING CO., Chicago.

#### WINDOW DRESSING.

HARMAN'S JOURNAL OF WINDOW DRESS-ING, a monthly publication. Illustrated displays. Third year. Send 35 cents for trial copy. 135 S. Clark St., Chicago.

#### AMATEUR SPORT.

THE GOLFER is an illustrated monthly devoted to the game of golf. This magazine has the highest class circulation in America. We invite comparison with any publication wherever published. We refer, without permission, to our of them. in regard to whether advertising in THE GOLFER is a paying investment. Address all communications to THE GOLFER, 234-236 Congress 8t, Jioston.

#### MISCELLANEOUS.

WISCONSIN AGRICULTURIST, Racine, Wis.
Only English agricultural paper printed in Wisconsin, Established 1877.

E VERY ad writer and advertiser is interceted in getting printable cuts. So many are muddy and vague. Cuts adapted to the requirements of advertisement illustrations are our specialty. We are designers as well as engravers—will shoulder the entire burden of your flustrating if you say the word. Send for samples and prices CHCAGO PHOTO ENGRAVING CO., 79 Fifth A Ve., Chicago.

#### BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail. 50 cents. Address PitinTERS' ink, 10 Spruce St., New York.

A NNOUNCEMENT: The first Annual Directory of the Department Stores of the United States is 5.6.19 cent of the United States is 5.6.19 cent of the United States is 5.6.19 cent of the United Advertisements may be inserted for ten dollars a page (printing surface Szó indres). For further particulars address D. T. MALLETT, 371 Broadway, New York.

#### ADVERTISING AGENCIES.

A NY responsible advertising agency will Clarantee the circulation of the Wisconsin Agriculturist, Racine Wis., to be 25,000.

It you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

#### PRINTERS.

THE LOTUS PRESS (artistic printers), 140 W.
23d St., New York City. (See ad under "Advertisement Constructors.")

W HAT we can do better and cheaper than anybody else is half-tone, wood and sinc engraving. Get our samples and prices. CHICAGO PHOTO ENGRAVING CO., % Fifth Ave., Chicago.

Y OUR name engraved on a copper plate, and paid for a dollar bill. Extra lines on plate, \$5c. each; samples, \$c.; satisfaction guaranteed, FRAMELIN PPG. AND ENG. CO., Toledo, Ohio.

#### ADDRESSES AND ADDRESSING.

L ETTERS and addresses for sale or rent. C. H. McINTYRE, Drawer "Q." Cleveland, Ohio.
L IVE addresses—10,000 in best part of North Dakots, \$15. A.W. DENNIS, G'd Forks, N. Dak.

L Dakota, \$15. A. W. DENNIS, G'd Forks, N. Dak.

COMPLETE list resident taxpayers, Callaway
County, Mo., arranged alphabetically by PostOffices. New. 4,500 names. Neatly printed pamphlet form. Post-pad \$2. D.H. HARKIS, Fullon, Mo.

THE best yet-5,000 fresh addresses of agents and canvassers for \$5; classified by States. They want work this spring £3° ic an also supely 1,000 general agents, first-class, for \$5. S. M. BOWLES, Woodford City, Vermont.

#### ADVERTISING NOVELTIES.

CETTING telegraphic orders daily for advertising buttons; they must be a good thing. Tried 'em' Send for our book. THE PETTIBONE BROS. MFG. CO., Cincinnati, O.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

OUR electric window attraction is not a toy, it takes money to buy it and it costs something to run it. It consists principally of eight revolving, oscillating, color changing 16 candle power incandescent lamps combined with an optical illusary revolving disk. The advertising it does for us in our window more than pays the cost of the machine every 5 weeks and it will do the same for you-provided you give it a chance. Bidg., Calcago.

#### FOR SALE.

5-LINE advertisement, 41. WISCONSIN AGRI-CULTURIST, Racine, Wis.

\$1 BUYS 4 lines, 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

RELIABLE classified addresses, any State, any line. JACKSON ADD'S'G CO., Jackson, Mich. I'OR SALE—Fine paying weekly newspaper in famous Santa Clara County, Cal. Address Box 397, Loc Gatos, Cal.

I'OR SALE—An established Republican weekly newspaper, with excellent job office attached, in a good town in New Jersey. Address "J. N.," care Printers' Ink.

A NEWSPAPER folder for \$50. Within the next 30 days, publishers that want a 3 or 4 fold folding machine, can secure a rare bargain. Write for particulars. BASCOM FOLDER CO., Sidney Ohio.

PRINTING PLANTS—Everything for the printer; best in quality, best in value. Why buy the first of the printer of

#### ELECTROTYPES.

CHALK plates recoated, half cent an inch.
BYRON POPE & CO., Cleveland, O.

W E make the best interchangeable plate and base on the market. Also the lightest all metal back electro. THE E. B. SHELDON CO., New Haven, Conn.

SPECIAL cut offer. In order to prove the excellence of our half-tone engravings, we
conclude the second of the s

#### ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

HANDSOME illustrations and initials. Send Ic., stamp for handsome pamphlet. AMERICAN ILLUSTRATING CO., Newark, N. J.

ART DAY, designer and illustrator; outlines, wash drawings, pen sketches, color work and posters; 48 Arbuckle Bldg., Brooklyn.

M AKE your own advertising, illustrating, embossing plates. Engraved in one minute. No etching. Particulars for stamp. HENRY KAHRS, 200 East 33d St. New York.

A N ad without a cut is like a picture without a frame-lacks a great deal of force and attractiveness. We are makers of the best kind of advertising engravings-clear, bold and printable. THE CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

Y OU know that the average artist will not do very much for three dollars, especially with an illustration for an ad; because the average artist doesn't understand that kind of work. Illustrations for ads, booklets, catalogues, etc., is my specialty, and for three dollars I can bring out your idea in a way that will add point to the reading matter. EVANOELINE DEMING, Upper Montelair, New Jorsey.

#### SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK 190 Water St., New York.

TYPE—The leaders of type fashions. AM. TYPE FOUNDERS' CO. Branches in 18 cities.

OUTFIT for making rubber stamps, \$10; circulars free. EXCELSIOR CO., Montrose, Iowa.

STANDARD Type Foundry printing outfits, type, original borders, 200 Clark St., Chicago. CHALK engraving plates. We make standard new and recoat old plates at money saving prices. HIRD MFG. CO., Cleveland, Ohio.

STEREOTYPE, linotype and electrotype metals; copper annodes; sinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Lt'd, is Spruce St., New York. Special prices to cash buyers.

CABINETS for storing electrotypes or cuts, seeds, hardware, insurance blanks, legal blanks, stationery, etc. Each drawer 38½,152½, inches deep inside. Cabinet, containing 30 cases, made of oak, handsomely polished, size 33323,77 inches high outside; \$30. F. O. B., Philadelphia. Cash with order. May be returned if not satisfactory. Other sizes to order. ELECTROTYPE CABINET OO, \$136 Camae St., Philadelphia.

COLKS like to look at pictures, and always will. That fact makes an illustration desirable in every advertisement you put out. We employ attlied designers and engravers—men employ attlied designers and engravers—men perfection as human skill can be. This work we will give you at surprisingly low figures. CHICAGO PHOTO ENGRAVING CO., 78 Fifth Ave.. Chicago.

PAPER.

M. PLUMMER & CO. furnish the paper for this magasine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

ADVERTISEMENT CONSTRUCTORS.

JOHN CUTLER, Writer of Advertising, Newton, Mass.

S EE article on advertisement writing by CHAS.
AUSTIN BATES, on page 37 of this issue.

4 TRIAL ads for \$1 will convince. CHAS. A. WOOLFOLK, 446 Main St., Louisville, Ky.

G ILLAM & SHAUGHNESSY, Advertising Bureau, 13 Astor Place, New York. Write.

RETAILERS—10 ads, 10 cuts, \$15. One ad, one cut, \$2. O. COHEN, P. O. BOX 88, New YORK.

WRITE ads that are business talks from start to finish. \$1 up. S. NEUMANN, San Bernard-

GEORGE CARPENTER CONNOR, "the Jersey poet," Camden. Special work doer. Orig. ad-smith.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

SPRING OPENINGS advertised my way pay. Are samples and full information worth a penny stamp? W. CHANDLER STEWART, 4114 Rlm Ave., Philadelphia.

⊕ 5 IS my charge for writing an 8, 12 or 16-page ⊕ 9 booklet to any one for whom I have never written one; this includes illustration for cover. R. L. CURRAN, 150 Nassau St., New York.

MY specialty—ads for opticians, 5 for a 2c. stamp; \$2 when accepted. Write for yearly rates and prices on booklets. W. S. HAMBURGER, 311 Fairmount Ave., Philadelphia, Pa.

THREE ADS for any retail advertiser not already a customer, \$\text{gl}\$. An electro of an outline cut with each ad. A chance to get acquainted. R. L. CURRAN, 150 Nassau St., New York.

THE series of "talks" on "Advertisement Writing" appearing regularly in PRINTEES, by the lightly about the business of CHARLES AUSTIN BATES, Vanderbilt Bidg., New York. Talk number if appears on page 35 of this

PiGHT printing means printing that is not too but good enough to get its full measure of rebut good enough to get its full measure of reare largely in the habit of leaving these matters to us, and are often grateful for the suggestions we make. They tell us we give more attention to fitness and appropriateness than other printers do. Our little booklet is of interest to large users. THE LOTUS PHESS, 149 W. 22d St., New Yorks.

New York.

DREPARING advertising matter is my sole
L business. My specialties are booklets, magasine ads, and ads on technical subjects meant to
appeal to the non-technical public.
Meditine, drugs, chemicals, electricity, patenta, novelties
are subjects I do well with. I prefer to work for
hurried, and charge pretty good prices. I have
an artist with me who is really an artist and recornised as such. Between us we turn out work
that is up to the standard of the best advertisers
of the day. I am always pleased to hear from or
see any one on any subject connected with adprompt and careful response. Nobody but gencral advertisers can have specimens of my work
and my book unless they send 10s. for them. E.
L. CURRAN, 1517, 150 Nasseu St., New York.

ADVERTISING MEDIA.

ROCKLAND (MAINE) DAILY STAR.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

Y OUNGSTOWN (O.) VINDICATOR, 8,490 d., 6,000 w. H. D. LACOSTE, 38 Park Row, N. Y., Rep. A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

L EADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVERING NEWS, 14,000 daily.

THE MONTHLY SENTINEL, 60,000 circulation proved by postage receipts. Published by THE NEWS COMPANY, Joliet, Ill.

I Nall America there are only eight semi-monthlies which have so large a circulation as the Wisconsin Agriculturist, Racine, Wis.

DETROIT COURIER. 31 years old. Has a village and farm circ'n around Detroit greater than any other weekly. Ad rate 60 cts. per inch.

100,000 LAWYERS in U. S.-1 in 5 are successful - 90,000 reached by "Selected Lists." Address "CO-OPS," Rochester, N. Y.

To reach the wealthy Sound shore of Westchester County, N. Y., use the Port Chester, N. Y., ENTERPRISE, 60 cols weekly. Advertising rates and sample copies sent on application.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.00 a year. Leading advertising medium in its territory.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. 8. and Canada m'thly. Sub'n 41 per yr. 25c. line. Cincinnati, O.

K ANSAS ENDEAVORER, Topeka, Kan., reaches a majority of the 48,00 Kansas Christian Endeavorer every month. They are teachers, preachers, students and families; good buyers, all of them.

THE SOUTHERN HOMESTEAD, Atlanta, Ga., reaches 50,000 Southern homes monthly. Advertising rates 30c. per agate line. Discounts 10 per cent for 5 months, 15 per cent for 6 months, 25 per cent for 6 mont

50,000 COPIES of WOODWARD'S (the popuiar woman's magazine) will reach the homes of 50,000 refined women in May. Write for rates and samples. WOODWARD'S, No. 648-644 Broadway, New York.

THERE is only one magazine in the great Northwest. It is the Northwest MAGAZINE. Thirty thousand Northwestern homes welcome is monthly. The surest way to cover this great territory and get results is to advertise in the Northwest MaGAZINE. Write to W. H. ENGLAND, 838 Broadway, New York.

D RAINS, as meekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggester with many hundred excellent suggesters and the second suggester of the second population of the second populati

GOOD HOUSEKEEPING,
Springfield, Mass.,

desires good and appropriate "ads," because it gives first-class service and the fact that it appeals to the very best class of American housekeepers, who are really the buying class.

It is an axiom that "woman's taste and good judgment unlock the pocket-book for all home needs." She guides the family expenses and purchases nearly all the good things for comfort and adornment. Hence reach her through Good HOUSEKEEPING.

Published monthly by Clark W. Bryan Co.
Address communications about advertising to
H. P. HUBBARD, STREES Bidg., N. Y.

#### HALF-TONES.

\$\frac{0}{2}\$1.50 HALF-TONES—"a wonderful price if the half-tones are right"—and the half-tone are right "—and the half-tone are right we will make our best single column half-tone of any subject, clear and carefully flaished, for \$\frac{1}{2}\$0,\$ and \$\frac{1}{2}\$ cents per square inch for any cut larger than ten square inches. Write us for any style of engraving—half-tone, wood-cut or sinc etching. THE CHI-CAGO PHOTO ENGRAVING CO., "P Fifth Are.,"

#### ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

#### ARKANSAS.

#### **ADVERTISERS**

Can get good results from business placed in

#### The Sunday Gazette,

PUBLISHED AT LITTLE ROCK.

Its circulation is 7,500, and it is the only Sunday State paper published in Arkansas.

SEND FOR RATES.

#### CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles Times. Circ'n over 18,000 daily.

#### IOWA.

DUBUQUE HERALD, founded 1836. Family circulation; up to date; circulation steadily increasing. Is it on your list?

Increasing. Is it on your list?

WEEKLY SERTINEL, Carrolt, twelve-page paper, all home print, largest circulation of any weekly in county. Guaranteed by Rowell. The DALLY SERTINEL is the only daily in one of lowa's best counties. Rates low, perhaps not so low as papers with half the circulation, but they are based on circulation, and pay advertise.

#### KENTUCKY.

I OUISVILLE SUNDAY TRUTH, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year, Send for rates and copy of TRUTH to H. D. LA COSTE, 38 Park Row, New York, Special News-paper Representative.

paper nepresentative.

THE FARMERS' HOME JUURNAL, LOUISVILLE,
goes to the better class of farmers and stockmen
in Kentucky and Tennessee every week. It is
read and trusted by them as their business paper.
It was established in 1868. Its readers usually
have money to buy what they see advertised if
they want it. Sample copy free.

#### MICHIGAN.

THE SOO DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

DETROIT COURLIER. 31 years old. Has a village and farm circ'n around Detroit greater than any other weekly. Ad rate 60 cis. per inch.

JACKSON (Mich.) PATRIOT, morning, Sunday and twice a week; also EYENING PRESS. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the country the country of the country of

#### MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Sond for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

#### MISSOURI.

K ANSAS CITY WORLD, daily exceeding 25,000, Sanday 25,000.

GAZETTE, West Plains, Mo., leading paper in district in West. Write for rates.

TO reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the Webb City Daily and Weekly SENTINEL (Successor to the TIMES). A live, progressive and up-to-date newspaper.

#### MONTANA.

HELENA INDEPENDENT - 6,340 Daily, 6,340 Sunday, 3,385 Weekly. Leading newspaper in Montans. Rowell's Directory gives it five times the circulation of any other Helena daily.

#### NEW JERSEY.

THE DECKERTOWN INDEPENDENT has the largest circulation of any paper in Sussex Co. I F you know any one in Monmouth County, ask him if he knows the Red Bank REGISTER. Nine times out of ten he will tell you it is the best paper in the county.

#### NEW YORK.

PRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English speaking world, together with many hundred excellent suggester with many hundred excellent suggester with many hundred excellent suggester pographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of Brains free, Advertising rates on application. BRAINS PUBLISHING OV., Box 578, Sew 3678.

#### NORTH CAROLINA.

THE NEWS is not only the only afternoon paper in Charlotte, a city of 19,631 population, but it has a larger circulation in this city than any other paper. The same is true of the TMSS (weekly) circulation in Mecklenburg County. The News and Times combined have more circulation in Charlotte and Mecklenburg than any other three papers. Advertising rates are reasonable. W. C. DOWD, Editor & Proprietor.

#### OHIO.

A T Youngstown, Ohio, the only Sunday paper, "THE NEWS," is read by 40,000 people.

DAYTON MORNING TIMES, EVENERG NEWS, WEEKLY TIMES - NEWS, 14,000 daily, 4,500

EADING daily and weekly papers in Eastern Ohio. The Vindicaton, Youngstown, 8,400 d., 6,000 weekly.

THE PRESS, Columbus, only Democratic daily in Central Ohio, F. J. WENDELL, sole adver-tising agent, Tribune Bldg., New York City.

#### PENNSYLVANIA.

THE Perry County Tures has the largest circu lation in Perry County, Pa.

30,000 WELL-TO-DO, intelligent people, who appreciate a good thing when they see it, read the CHESTER THES every evening. WALLACE & SPROUL, Chester, Fa.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Demo-cratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

INTELIGENCER, Doylestown, Pa. Oldest papers in the county—weekly established 1894, easier that the county—weekly established 1894, easier that the county the only journals owning their bond only exclusively home-made papers in the county, never having resorted to plake matter nor patent sheets. Send for map showing circulation. PAS-CHALL & CO, Doylestown, Fa.

#### TENNESSEE.

('HATTANOGA, Tenn., has 50,000 people. The EVERING NEWS has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Grestes local circulation. Best and largest list writes for a fertulation paper in the South. Write for rajes.

#### TEXAS.

Daily and Weekly enterprise. Largest cire'n in Cleburne and Johnson Co., Texas.

#### VERMONT.

I'HE Burlington FREE PRESS has largest Dully and Weekly circulation in Vermont.

#### VIRGINIA.

L YNCHBURG NEWS has the largest circulation of any paper west of Richmond. Has only one rate for advertising. No "special" prices to any one. Any information of H. D. LACOSTE, 38 Park Row, New York, Manager Foreign Adver-

#### WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

' HE TIMES is the home paper of Scattle's 60,000

SEATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

#### WISCONSIN.

W ISCONSIN AGRICULTURIST, Racine, Wis.
Only English agricultural paper printed in the State. Rates only 30 cents a line. Circulation over 25,000.

COPERIOR makes 23,000 barrels flour every wenty-four hours. This is only one of her many industries. She has largest coal docks in the world. The TRIEGRAM is the leading paper in Northern Wisconsin, 5,500 daily. Adv. rates of of H. D. LA COSTE, 38 Park Row, New York.

#### CANADA.

5.50 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency,

THE largest circulation in New Brunswick is enjoyed by the PROGRESS, a weekly issued at St. John. - From Printers' Ink, issue of May 8, 1896.

De Gity dallies claim to do it all. They do reach a handful of business men and politithe people by aid of the best local papers. The BERLIN RECORD (d and w) is clean, bright and popular and goes into more homes in its territory than any other newspaper. Rates on application. W. V. UTILEY, Mgr., Berlin, Ont.

#### HAWAIIAN ISLANDS.

STAR—Daily and weekly.

paper of the country.

completely. Honolulu, H. I. The live, popular Covers the group

#### CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 50 cents a line, for each insertion. One line inserted one year, 52 vecks, for \$36 5 months for \$63, 5 months for \$6.50, or 4 vecks for \$32. For the publisher who does not find the heading he wants a new heading will be made to specially if the case.

EDUCATIONAL

THE SOUTHERN SCHOOL, Lexington, Ky., 1896, sworn circulation 6.992 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Als. State Boards of Education. Rates and sample copy free.

#### ADVERTISING.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excelling world, together with many hundred excellance to the second second to the second second

#### AGRICULTURE.

BREEDER AND FARMER, Zanesville, O. PACIFIC RURAL PRESS, San Francisco, Cal. WISCONSIN AGRICULTURIST, Racine. Wis. FARMERS' HOME JOURNAL, Louisville. Kygoes weekly to 13,800 of the wealthiest farme of Kentucky and Tennessee.

CARRIAGES AND WAGONS.

THE HUB, 247 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world. THE HUB NEWS, 247 Broadway, N. Y. The only weekly paper published is the Interests of vehicle mire. and dealers.

DANCING.

THE BALL ROOM, Kansas City. Semi-monthly. GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

HARDWARE AND HOUSE FURNISHING.

HARDWARE DEALERS' MAGAZINE. Largest circulation in its field. D. T. Mallett, Pub., 271 Broadway, N. Y.

#### HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. S. Sixth St., Philadelphia, Pa.

HORSE INTERESTS.

COACHING Philadelphia, Pa. 4,000 monthly. HOUSEHOLD.

DETROIT COURIER. 31 years old. Has a vil-lage and farm circ'n around Detroit greater than any other weekly. Ad rate 60c. per inch. KNIGHTS OF PYTHIAS.

THE KNIGHTS' JEWEL, Omaha, 60,000 yearly. MEDICINE AND SURGERY.

WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo. MINING

MINING AND SCIENTIFIC PRESS, San Francisco. MOTOCYCLE.

MOTOCYCLE, 1656 Monadnock Block, Chicago. PAINTING.

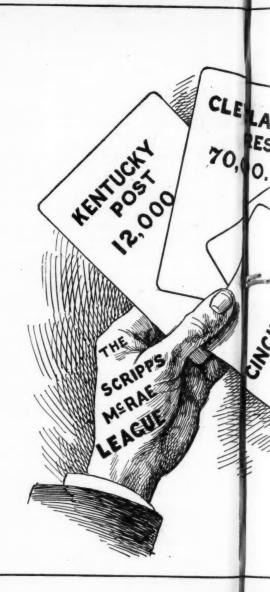
PAINTING & DECORATING, 247 Broadway, N. Y. The fluest and most complete paper published for the trade—one issue worth more than price of a year's sub'n.

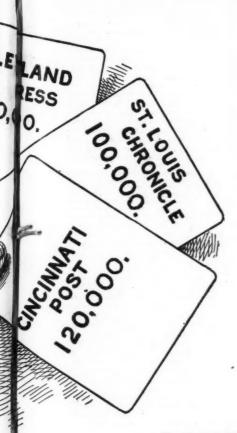
PRINTING INDUSTRIES.

PAPER AND PRESS—As up-to-date journal of the graphic arts, published every saturday at 18 Ressus 18., kew York. The standard of the graphic arts, published every week in color. Guaranteed circulation during the month to buyers larger than the claimed circulation of all the monthies in its field in America combined. Rend for sample copy, proof of circulation and rakes before making advertising contracts.

#### TEXTILE

TEXTILE WORLD, Boston. Largest rating.





#### E. T. PERRY,

DIRECT REPRESENTATIVE,

53 Tribune Building, NEW YORK. 94 Hartford Building, CHICAGO.

#### PRINTERS' INK.

A JOURNAL FOR ADVERTISERS

A JOURNAL FOR ADVERTISERS.

LEF Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a brief. The control of the century. Experiment of the number of copies printed of every issue of Printego Ink for the full year 186, prepared to be number of copies printed of every issue of Printego Ink for the full year 186, prepared to be number of copies printed of every issue of Printego Ink for the full year 186, prepared to be correctly rated in the issue of that book for 1896, shows that the actual average edition for the year was 21,913 copies; for the last fure months, 28,58 copies; for the last three months, 28,58 copies and for the last four weeks, 27,00 and 28,58 copies and for the last four weeks, 27,00 bered 14,300 copies. The last three months, 28,58 copies is the largest, 40,500 copies. The year 1896 opened with nearly twice as many names on the subscription list as had place there at the beginning of 1896. The regular issues of Printegos 180 km for the first ten weeks in 180 were: January 1 January

1. 20,700
8. 20,300
15. 22,700
22 24,300 February 5. 25,470 Fig. 13. 27,450 11. 28,550 11. 28,550 11. 28,750

March 95.700
[## Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate. [## Fublishers destiring to subscribe for PRINTERS INK for the benefit of advg. patrons may, on application, obtain special confidential terms, or application, obtain special confidential terms, receiving PRINTERS INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time pad for. New YORK OFFICES: No. 10 SPRUCE STREET, LONDON AGENT, F. W. SEARS, 138 Fleet St. CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

#### NEW YORK, APRIL 15, 1896.

Few businesses are so good that they cannot be improved by good advertising.

You require more common sense than brilliant intellect when preparing an ad to sell goods.

If the reader doesn't clearly understand the ad the first time it is read, he will probably not read it the second

You can advertise just a little too little-which is like putting up a ladder that doesn't quite reach the roof of the

A MERCHANT may be perfectly truthful at heart and still be unable to tell the truth in his advertising in a way to make it sound like truth.

IF, in reading your newspaper or magazine, you see an ad, article or item which you think would be interesting to readers of PRINTERS' INK clip it out and send it to the Little Schoolmaster, who may with its help be enabled to point a moral or adorn a tale of value to advertisers.

MR. J. E. VAN DOREN, who is good authority, asserts that the daily sale of the St. Paul Dispatch is fifteen thousand copies in excess of that of any other daily in that city.

IT isn't the loudest talker nor the biggest bluffer that convinces the most people. On the contrary, both of them invite distrust. Quiet argument gains more converts than bluster. Earnestness, sincerity, seem more inherent in the low-voiced orator than to the rampant demagogue.

In this issue of PRINTERS' INK many pages of space are devoted to naming the paper credited with largest daily or weekly issue in each of the five hundred and fifty-seven Congressional districts into which the United States are subdivided. No similar list has ever before been compiled for publication.

A PRESS dispatch sums up the experience with one-cent journalism as being that all the papers are losing money on circulation and the advertiser is paying the profits. The last clause is important, and advertisers will realize it in the end.—Hartford Times.

So long as there is a profit the advertiser will not mind paying for it. Whenever the advertiser can get ten times the circulation for five times the price he is not likely to do any kick-

MR. ELLIS F. DRAPER, treasurer of the Geo. P. Rowell Advertising Co., relates that on Sunday, April 5th, he was in Buffalo, and was surprised to observe news boys all around selling the New York Morning Journal. They seemed to be everywhere and people seemed to be buying the paper, too. Mr. Draper took pains to inquire at the Iroquois Hotel how many copies were sold there and was told that between one and three o'clock they sold fifty-seven.

In "Census Figures for Advertisers," a tiny booklet just issued, the W. D. Boyce Co., Chicago, makes the following statements:

The total population of the United States according to the actual canvass from house to house in 1890 was 62,622,350. The population on January 1st, 1896, taking past gains as a precedent, was 69,50,697. The urban population (cities of 10,000 or over) is 17,389,674; the suburban (cities of 10,000 or over) is 2,06,682; the rural population (farmers). 674; the suburban (cities of 10,000 or over) is 35,056,681; the rural population (farmers, planters, ranchmen, etc.), 10,175,895. The percentages of these three classes to the total population are: Urban, 27% per cent. Suburban, 56 per cent. Rural, 16% per cent. Adding the suburban and rural, it appears that 60 for cent of our considers are cent. that 72% per cent of our population are outside the large cities. The two great classes are the residents of cities of over 10,000 each, and the residents of the small towns and rural districts. The first class amounts to 17,389,674. They for the most part do or can get the daily newspapers. The second class amounts to 45,232,576, secured by add-ing suburban and rural figures already given, and it is estimated that a small per cent of this number ever buy a daily newspaper; 2734 per cent are in the first class; 72% per cent are in the latter class. The 27% per cent class can nearly all be reached by daily newspapers. neariy all be reached by daily newspapers. The 73% per cent class cannot be reached by the daily newspapers. As a general rule the people in this class read the local county seat weeklies, the big weeklies and the agricultural publications. The latter go to farmers. The other two (local and big weeklies) go to the country townspeople, who take the local weekly for local news and the big weekly for operal news. Big weeklies, local local weeklies local weeklies, local weeklies and agricultural publications must therefore be used in order to reach the 72% per cent of our population. The agricultural papers and part of the circulation of the local weeklies go to farmers, who represent 16% per cent of our population, leaving 56 per cent to be reached by local weeklies and big weeklies of general circulation.

STUPIDITY on the part of the post-office offi-cials is not a novelty that calls for any ex-tended notice, but a recent ruling promul-gated by the Department transcends the or-dinary violations of reason and custom for which the public is prepared.

which the public is prepared.

For a period of a quarter of a century newspapers and periodicals have been carried in the United States mail, whether of current the United States mail, whether of current the United States mail, whether of current the control of date or back numbers, or reprints of back numbers, regardless of their frequency of issue, as second-class mail matter at the pound rate of postage.

The new ruling determines that this is all wrong, that the law intended that the postoffice should discriminate against reprints of back numbers, and against any newspaper or periodical that changes its frequency of issue, and that these shall pay book rates of postage when they are carried in the mail. There is nothing whatever in the law to

justify this ruling, and until it was promulgated no suggestion was ever made of any illegality in the mailing of periodicals by pub-lishers in the ordinary way of business. The law is absolutely silent as to what numbers and what editions shall be entitled to the and what equitons shall be entitled to the rates applicable to periodicals, and so long as the simple and explicit provisions of the law defining a periodical have been complied with, the post-office is authorized by Congress with, the post-office is authorized by Congress to transmit it to subscribers and newsdealers at the pound rate of postage. The Post-master-General should relieve the public mind and the publishing interests of the country by suspending indefinitely this ex-traordinary exploit of post-office ingenuity,—<sup>17</sup> N. Y. Sun, April 4th

The Sun's advice has been acted upon and the queer ruling suspended "for sixty days," but why such a ruling should ever have been made is still a question. When will our post-office officials realize that their duty lies in the direction of accommodating the public, and that hectoring publishers needlessly is not a part of the service required or desired.

THE increase in the population of the United States from 1871 to 1896 has been 31,000,000. The following map from a volume called Immigration and the Passenger Department, compiled by Worthington C. Ford and issued by the Treasury Department, shows how this increase is divided among the various nationali-The facts which the map illustrates are as follows:

During the period covered by the chart there were more immigrants from I ngland, Wales and Scotland than from Ireland. Walts and Solvania in the total immigration from Bohemia, Hungary, Poland, and other countries now regarded with some disfavor as suppliers of population is 9.54. The peras suppliers of population is 9.54. The per-centage supplied by the United Kingdom is 28.59. The percentage sent by the Teutons and Scandinavians was 40.80, of which the



Teutons sent nearly 28 per cent. We have received nearly 1,000,000 of Bohemians, Roumanians, Polanders, and others, who are classed as "Czechs, etc." The total immi-gration for the term was about 10,500,000. Hawaii has sent 10,513 immigrants. Africa, Central America, and all other islands of the Pacific outside of Hawaii and the Australasian group have contributed one-hundredth of one per cent each. The percentage of foreign increase, as shown by the chart, is little more than one-third of the whole increase of population during the period.

#### A REGULAR CONTRIBUTOR.

Jones—I write for PRINTERS' INK. Smith—Indeed. Strange I never see your name. Regularly? Jones-Yes, once a year when I subscribe.

#### JUDGED BY HIS JOKES

"Whitman, who writes jokes for the Ad-verviser's Adviser, is a very morose man, isn't he?"
"I don't know about that."

"He always seems to be out of humor."

#### BUDDING GREATNESS.

"Love, do come here and see what baby's "Love, do come here and see what baby's drawing on this paper. If he isn't going to be the greatest genius you ever saw!"
"I don't see anything in that scrawl. What on earth is it, anyhow?"
"Mortimer, I'm ashamed of you. Can't you see that the darling is drawing an art poster?"—New York Press.

#### ABOUT CIRCULATION STATE-MENTS.

The following are some of the usages adopted by the editor of the American Newspaper Directory in dealing with circulation reports received from publishers. They are the outgrowth of a great deal of thought and experience.

When a publisher's statement, duly signed and dated, fails to give the exact number of copies printed, but does in fact contain substantially the information desired in a manner that makes unintentional error on the publisher's part an impossibility, the report is received and a LETTER RATING accorded the paper, in accordance with his claim, and the accuracy of the rating, followed by a single asterisk (\*), is guaranteed by the usual \$100 forfeit. For instance, if a reputable publisher asserts that his circulation for a year past has averaged 2,200 or 74,000, the editor of the Directory will accord him a rating I \* or B \*, on the ground that if the publisher honestly thinks he issued 2,200 or 74,000 he must have put out as many as 800 or 40,000. But, if the publisher wrote that his average had been 850 or 41,000 the rating accorded would, perhaps, be J H or B H, on the ground that no publisher can tell what his average circulation has been without first having caused the figures to be set down and the necessary calculations made; and when that has been done, he may just as well send the figures for examination and to be placed on file at the office of the Directory. A mistake may have been made, which a glance would reveal.

Publishers who habitually make reports that always fall a little short of the requisite definition become known to the editor of the Directory in the course of time, and he comes finally to regard the persistent evasion of a definite statement as a sufficient warrant for according a rating considerably lower than that set up in the unsatisfactory report. Such a rating is still marked with the two daggers (†), indicating the uncertainty of the editor.

(B)

In no case is a rating ever advanced over the figures for the previous year, upon a publisher's request, unless the statement from the publisher comes in such form as will permit of its accuracy being guaranteed by the usual \$100 forfeit.

(C)

When the character of a statement is being considered, the test applied is this question: "If the Directory is deceived by this statement, is there any loop-hole in it which will permit the signer to protest against being called a liar when the statement it appears to make has been proved untrue?" the answer is No, then the statement is accepted and its accuracy guaranteed. If the answer No cannot be given without reservation, then the statement fails to receive full credence, and a rating will be accorded, followed by double daggers (#), which rating may be in accordance with the claim which appears to be set up by the publisher, or may be smaller-possibly a good deal smaller.

The double dagger (††) used in the 1896 Directory, in place of the double asterisk in former issues, indicates that the editor of the Directory "does not know to a certainty what the real circulation rating of the newspapers with which he is dealing ought to be, and that any efforts of his to obtain a statement from the publisher that would hold water have not been as successful as could be wished."

Every one realizes that no newspaper directory can inform an advertiser exactly what the edition of a paper is for to-day or will be next week. The most a directory can do is to report what the circulation of the paper has been during some specified period of time already elapsed. If a publisher's claim for present circulation appears to be somewhat in accord with the Directory's report of his past issues, the advertiser is in such case justified in receiving the publisher's assertion with considerable confidence.

That a circulation statement is sworn to is not of itself any objection to it, but sworn statements are not sought or specially valued by the editor of the American Newspaper Directory. Such oaths, if false, still fail to be perjury, and it has been found that the publisher who will lie is only too willing to add the fiction of swearing to what he knows needs extra support. Plain, definite statements by publishers, dated and signed, are found in practice to be more reliable than "sworn to" figures, and generally harder to get.

THE announcements of a lamp advertiser should show the clear light of lamp knowledge.

#### MR. VAN DOREN'S PAPERS.

There is scarcely one special agent in New York City who has not made it his business to see to it that each of his papers takes advantage of the permission granted by the American Newspaper Directory to tell its own story in a ten-line paragraph immediately following the catalogue description of the paper. The cost of such an announcement is ten dollars, including a copy of the book. As going to show how interesting these little true stories may be, examples of seven such, furnished by Special Agent J. E. Van Doren, are here reproduced in the identical style and type as they will appear in the Directory.

Lincoln, Neb., State Journal.

Advertisement.—Nebraska is most thoroughly covered by the STATE JOURNAL, which has a larger daily circulation than any other morning or evening paper of its State. It is distributed throughout Nebraska from ten daily morning trains out of Lincoin (the railroad center of the State), on which no other morning papers are carried. This explains why it has the largest circulation. Advertisers use it liberally because it pays them.

Richmond, Va., Dispatch.

Richmond, Va., Dispatch.

Advertisement.—The Richmond DISPATCH is
the leading paper of the Virginias and Carolinas as regards ability, influence and circulation, and has many more readers than all
other daily papers published in Richmond.
No matter of an objectionable character
is allowed in its editorial, reportorial or
advertising columns, and it possesses the
absolute confidence of its readers. That
year after year by the shrewdest and
largest general advertisers of the United
States. New York office, 31 Tribune Bldg.
Pittaburg, Pa., Commercial Gazette.

Pittsburg, Pa., Commercial Gazette.

Pittsburg, Pa., Commercial Gazette.
Advertisement.—The Pittsburg COMMERCIAL
GAZETTE, the oldest established newspaper
west of the Alleghenies, has always been
considered the leading republican and
favorite family paper of its section. The
foremost merchants of Pittsburg show
their knowledge of its value as an advertising medium by their lavish and continual
use of its columns. Its daily paid circulation for February, 1996, averaged 33,622,
which does not include the unpaid for circulation comprised in the usual statements
of newspapers. of newspapers.

St. Paul, Minn., Dispatch.

Advertisement.—The actual circulation of the St. Paul Disparcy for three months ending February 28, 1986, averaged 31,305 for each day of publication. It is the only afternoon paper published in St. Paul, and circulates the paper published in St. Paul, and circulates other daily of that city. It covers its territory in respect to both influence and circulation to a greater extent than any other Western newspaper. Western newspaper.

Mobile, Ala., Register.

monie, Ala., Register.

divertiement.—The Register. the only
morning paper published in Mobile, has
always been and continues the favorite
family newspaper throughout Southern
Alabama, Mississippl and Western Florida,
thoroughly covering this, its exclusive field.
Its circulation is by far the largest in its
section, and the continual and liberaluse
of its advertising columns by both local
and general andertisers proves that it is a
paying modium.

Cincinnati, Ohio, Commercial Gazette.

Cincinnasi, Onio, Commercial Gazette.

Advertisement. — The Cincinnati Commencial Gazette, the acknowledged leading
republican newspaper of Onio, is the favorite family daily of the Onio Valley, a
medium highly valued by Cincinnati's best
merchants in advertising for family trade.
Bright, clean, newsy and carefully edited
in all departments, it interests and commands the confidence of all intelligent peopie. Its value to advertisers is obvious.
Actual average circulation, Daily 40,228,
Sunday 46,747, weekly 50,860.

Birmingham, Ala., Daily News.

Advertisement.—The Birminghan News offers to advertisers the largest and best circulation of any daily in Alabama. Local advertisers who best know its value use it to a far greater extent than any other Alabama paper—the best possible proof that it pays the advertiser. Its actual average daily circulation during March, 1896, was 1,697.

#### ABOUT CLERKS.

In the consideration of ways of working by merchants, one of the most vital is that of help. How to engage help so as to reap the largest results is a serious question. The question of how much shall I pay and to whom shall I pay it, disturbs the larger numwhom shall I pay it, disturbs the larger num-ber of retailers. And it is right that this should be so. But how much shall I pay Smith and how much Jones? If your help numbers even four or five, this matter is worthy of your best thought. You ought to engage your help on the competitive plan. You ought to watch closely for talent and draw it out by placing responsibility on its shoulders. And that clerk who is shoulder-ing responsibility should be paid more than the clerk whose work is to sween, keen stock. the clerk whose work is to sweep, keep stock, or attend to the less important trade.-Dry Goods Bulletin.

#### MORE RELIABLE.

"Sayin' de right thing at de right time," said Uncle Eben, "am er great gif', but not sayin' anythin' at de right time am mos' ez good an' er heap mo' reli'ble."—Waskington



#### THE SPIRIT OF THE AGE.

Ethel-I felt so dreadful that I told Charlie was going to commit suicide.

Gertrude-And what did he say?

Ethel-Handed me one of his business cards and asked me to have it tightly clasped in my hand. Said it would make lots of free advertising for him-the wretch !

#### THE NEW YORK SPECIAL AGENTS.

#### A. FRANK RICHARDSON.

A. FRANK RICHARDSON, the "genial" man, was born in Orange Co., Vt., three miles from East Orange,



forty years ago. He is a practical printer and pressman and all-around newspaper man, and says that he would sooner stick type than solicit advertising. He secured his newspaper experience on the Davenport, Ia., Democrat. Though he had been paying cursory visits to New York for a number of years, it was not until 1883 that he thought enough of the town to locate here. At that time he solicited advertisements for a small list of papers, and laid the groundwork of his future success.

The papers now on his list are only those of high character and known circulation, whose business dealings are fair and above board. Prominent among them is the Omaha Bee. He has lately added the Los Angeles Herald to his list, but he would not touch it until the publishers had furnished him with a sworn statement of the circulation of the paper for every day in the month. Mr. Richardson's Mr. Bright's office is in the Tribune office is in the Tribune Building. Building. He now represents the fol-Among the papers represented by Mr. lowing list of papers: Richardson are:

CALIFORNIA.
Los Angeles Herald
COLORADO,
DenverTimes
WISCONSIN.
Milwaukee Journal
KENTUCKY.
LouisvilleCourier-Journal
LouisvilleCourier-Journal LouisvilleTimes

MISSOURI,
MISSOURI. Kansas CityHerald
NEBRASKA,
OmahaBee
NEW YORK.
AlbanyTimes-Union
Elmira Telegram
Rochester Democrat and Chronicle
UticaSaturday Globe
PittsburgDispatch
Pittsburg Dispatch
WilliamsportGrit
TENNESSEE.
MemphisCommercial Appeal
WASHINGTON.
SeattlePost Intelligencer

#### HENRY BRIGHT.

MR. HENRY BRIGHT was born in 1859. He was educated at the University of Pennsylvania, from which institution he graduated with honor. His early newspaper experience was in Philadelphia, in various capacities on the Philadelphia Record. He became manager of the Pottsville (Pa.) Chronicle, and came to New York in 1887 as solicitor for C. J. Billson. He was connected with A. Frank Richardson for two years, and in December, 1891, went into business for himself as representative of the Buffalo Times and the Springfield (Mass.) Republican.



Denver	Rocky	Mountain News
Jacksonville	FLORIDA.	.Florida Citizen
Buffalo		Times
Kingston		Freeman
Albany		Argus
Rochester		Post-Express

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#### C. J. BILLSON.

C. J. BILLSON was born in Cleveland, Ohio, on June 5, 1863. He went to the district school and through the Western Reserve College of Hudson, Ohio. In 1880 he left college to work for the Cleveland Press, and worked locally for it for some time. In 1885 he came to New York as its Eastern Representative, and gradually in-



creased his list, Mr. Billson's office is in the Tribune Building. He now represents:

represents.
MASSACHUSETTS. Boston
Boston
MICHIGAN.
DetroitEvening News DetroitTribune
DetroitTribune
ILLINOIS.
Chicago Evening Journal
PENNSYLVANIA.
PhiladelphiaInquirer PittsburgChronicle-Telegraph
PittsburgChronicle-Telegraph
OHIO.
ClevelandPlain Dealer
SYDNEY P. PALMER.

SYDNEY P. PALMER, son of John P. San Jose. News and Sarah J. Palmer, was born at Hadleigh, Suffolk County, England, January 16, 1858. Acquiring his earlier education and business training in the land of his birth, Mr. Palmer in 1875 migrated to Toronto, Canada, where he was subsequently appointed Canadian agent and manager for Miller & Richards, type founders, of Edinburgh, Scotland. In 1882 he resigned to Albuquerque New MEXICO.

Albuquerque New MEXICO.

Albuquerque Democrate Albuquerque Citizen

assume active direction of Palmer & Rey's advertising bureau in San Francisco. In 1885 he came eastward to



locate a branch in New York, and has made the metropolis his head-quarters ever since. Mr. Palmer is now the Eastern Manager of the Pacific States Advertising Bureau, of the San Francisco and the Northern Pacific Newspaper Unions and is identified with the American Typefounders' Company. Mr. Palmer occupies offices at No. 34 Park Row. He is a member of the Press Club and other organizations. In September, 1886, he wedded Miss Elizabeth S. Hurd. The list of papers represented by him is as follows:

ARIZONA.
PhoenixRepublican
PrescottJournal-Miner
CALIFORNIA,
ChicoRecord
EurekaStandard
Eureka Danukliaan
Fresno
Grass ValleyTelegraph
Grass ValleyUnion
Los AngelesExpress
Los AngelesHerald
MarysvilleAppeal
MercedSun
San Bernardino Times-Index
San FranciscoPost
San Jose Mercury
San JoseNews
Santa CruzPress
Santa CruzSurf
Santa RosaDemocrat
StocktonIndependent
WoodlandMail
MONTANA
ButteMiner
NEVADA.
RenoGazette
Virginia CityChronicle
NEW MEXICO.
Albuquerque

OREGON.	
Albany	Herald
Salem	Journal
Salem	Statesman
WASHINGTON.	
Port Townsend	Leader
Tacoma	
Walla Walla	
Walla Walla	Union- Journal
WYOMING.	
WYOMING.	Boomerang

#### E. T. PERRY.

MR. E. T. PERRY was born in January, 1860, at Monroe, Mich. All his ancestors and relatives have been New Englanders, and Mr. Perry's character shows a distinct trace of his origin. He became connected with the Cincinnati Post in 1888. Previous to that time he was engaged in special newspaper work, and while thus engaged traveled extensively through the United States. He tired of wandering, and secured an engagement with the Cincinnati Post, and was so successful there that Mr. McRae picked him out as the proper man for the position of Eastern Representative of the Scripps-McRae League, which position Mr. Perry is to-day, filling with credit to himself and to his employers. His office is in the Tribune Building. Mr.



Perry is a hard and conscientious worker. The League comprises:

Cir	ncinnatiPost evelandPress
-	
	MISSOURI.
St.	LouisChronicle.
	KENTUCKY,
Co	vington

#### H. D. LA COSTE.

MR. H. D. LA COSTE was born in New York City in 1868. In 1884 he



graduated from the public schools, and in 1886 found himself permanently established in the Eastern office of the San Francisco Call, then under the management of Mr. F. K. Misch. Here he remained until 1891, when he determined to become a special agent. The first paper he secured was the Cleveland Press. Mr. La Coste is looked upon as one of the most successful of the younger generation of special representatives. Mr. La Coste's office is in the Potter Building. To-day he represents the following newspapers:

ILLINOIS.
PeoriaHerald
MICHIGAN.
Grand Rapids Democrat
Grand RapidsDemocrat SaginawCourier-Herald
Jackson Morning Patriot
JacksonEvening Press
MINNESOTA.
DuluthHerald
VIRGINIA,
RichmondState
LynchburgNews
KENTUCKY.
LouisvilleTruth
MONTANA.
HelenaIndependent
WISCONSIN
West SuperiorTelegram OshkoshNorthwestern
Ochkoch Northwestern
RacineTimes
OH10.
DaytonTimes
Dayton Evening News
YoungstownVindicator
PENNSYLVANIA.
HarrisburgPatriot
TENNESSEE.
JacksonWhig
BurlingtonFree Press
During comments of the Field Field

#### OLD NEW YORK JOURNALS AND commented upon by the entire press JOURNALISTS.

From the Brooklyn Daily Eagle.

characteristics, but similar in the published in Wall street. At a much strong force of individuality. Each later date it was merged into the had his own aims and cherished prin- World, and its identity as a journal ciples, and moved along different lines was lost forever. The editorship of to success. The powerful newspapers the World, under the able Manton of this day, which stand as the best Marble, the brilliant William Henry representatives of successful American Hurlbert and more recent notable men, journalism, were the creation of their has had its varied phases which require gifted minds and persevering labors. no special mention here. All the prominence in such newspapers as the Courier and Enquirer of the Herald, once went to Greeley (now the World), Herald, Tribune, and exhibiting to him a fifty-dollar bill ing Post was primarily the outgrowth nomination as his cash capital invited of the individuality of their early edi- him to join him in starting a new tors. The Courier and Enquirer rep- daily paper. Greeley declined the resented the fearless and martial char- offer, but recommended another peracter of General James Watson Webb, son, with whom Bennett united in the the Herald was always spoken of by first issue of the Herald. Bennett was the elder James Gordon Bennett as a Scotchman, who was originally in-"my paper," the *Tribune* reflected tended for an ecclesiastical career at the principles and eccentricities of home, but emigrated, and finally em-Horace Greeley, as the Times did the barked in journalism. On the 6th of

and enterprising journals, that attract a folio sheet, I5xII inches, and its enpublic attention, with little regard to tire contents of sixteen columns would the persons who edit them, but for- make about a page and a half of the merly it was what each paper reflected present paper. It had thirty-two ad-of the individual purposes, opinions vertisements. The office, at 20 Wall and peculiarities of the editors-in- street, was in a basement, where a chief that secured the principal inter- window shutter was placed on a barrel est of the readers, Consequently, for a counter. On one end of this they were more personal to each other the papers were offered for sale, and than now, and often indulged in a on the other Mr. Bennett wrote his bitterness of language which would editorials. His capital was only \$500, not now be tolerated by the public. and he was robbed and twice burned As a veteran Boston editor once re- out during the first fifteen months. marked to the writer, "It was a time In looking back and testing Mr. Benwhen a smarting whack was given and nett's plans and views with the news taken as a matter of course.

one of the greatest personalities ever dent. He was the first to publish a connected with the New York press. daily money article and stock list. In Consider. Webb had been a distinguished soldier and he was an accom- the first steam communication with plished and fearless writer. He was Europe was opened by the arrival of a tall, large man, with a magnificent the Sirius and Great Western, Mr. head, and most dignified and impress- Bennett sailed in the former on her ive manners. He had a national return trip and made arrangements for reputation, and his editorials were correspondence from all parts of Eu-

of the country. The Courier and Enquirer was a great blanket sheet, and represented the commercial interests. The founders and editors of the It also represented the Whig party, great daily newspapers of New York as the Journal of Commerce did, and City were men very dissimilar in many does, the Democratic, and both were

James Gordon Bennett, the founder Times, Journal of Commerce and Even- and some other notes of smaller de-Raymond.

Henry J. May, 1835, James Gordon Bennett & Co. published the first number of the To-day it is these papers, as great Morning Herald, price I cent. It was paper requirements of the present his General James Watson Webb was wonderful foresight is strikingly evi-

nature any longer. So I am going to get married to one of the most splendid women in intellect, in heart, in soul, in property, in person, in manner, that I have yet seen in the course of my interesting pilgrimage through human life." Bennett was tall and teristics expressed in it. He differed in his nature from all of his contemreputation and popularity of his newspaper. Mrs. Bennett justified all his praise of her, and took a great interest in the paper. She went to Europe sensational news was published, Ben- cash capital was \$1,000 of borrowed nett was involved in several personal money. It was sold at 1 cent and difficulties. He retaliated on a noted had 600 subscribers. The expenses lawyer who attacked him in the street of the first week were \$525 and the by never allowing his name to appear receipts \$92. From that day, as long in the Herald, speaking of him always as he was in active editorial life, "the counsel." Telegram was established especially moral battle in which his personality for the training of the present James was always conspicuous. He was a Gordon Bennett for the larger duties fluent and powerful writer. His ediwhich awaited him as editor and pro- torials would fill several large volumes. prietor of the Herald.

Greeley to be seen in the streets of bolt upright with the desk on a level New York which give a much more with his nose. He wrote rapidly, dignified idea of him than did his act- with scarcely a pause, having done ual appearance as he moved about most of the thinking before he comwhen editor-in-chief of the Tribune. menced. He had first Raymond and He wore a peculiar looking white then Charles A. Dana with him. overcoat with the pockets stuffed with Another great figure in the New

The first speech ever reported newspapers, and his shabby hat was in full by telegraph—one made by Mr. always pushed back on his head. He Calhoun on the Mexican war—was was 5 feet 10½ inches in height, transmitted to the Herald. Mr. Ben-round shouldered, and in walking nett claimed that there was news for swung his body from side to side. Sunday as well as every other day, and His hair was a strange white, inclinthe paper was published on that day, ing to red at the ends. Everything much to the injury of its character about him gave the idea of an old with the stricter class of people of man, and a very eccentric one at that, that period. He gave his personality except his fair, smiling and youthful and even that of Mrs. Bennett to the countenance. Pictures and cartoons Herald, making it a paper to represent of him were very common, and in all public opinion, no matter how rapid of them he was represented in his its changes, and to publish all the white coat and weather beaten hat. news, no matter what it cost. Ben. Of the famous white coat he gave this nett had a frank, cheerful way of account himself: "The original white writing, and when he desired to be coat came from Ireland. An emigrant so, could use very severe and rude brought it out. He wanted money language. In 1840, when about to be and I wanted a coat, so I bought it married, he wrote: "The weather is of him for \$20, and it was the best so beautiful, the times are getting so coat I ever had. They do work well good, the prospects of political and in the old countries; not in such a moral reform so auspicious, that I can- hurry as we do." Greeley's strange and not resist the divine instinct of honest uncouth appearance in early life was a considerable drawback to him, but when he became a great editor it made him more famous, and, with his strong and radical opinions, drew greater attention to him and his journal. When he first came to New York he worked for a week as a printer in the office of erect, with a Scotch face, which had the Evening Post, but was discharged all his national and personal charac- on account of his sorry appearance. " For God's sake, discharge him," said Mr. Leggett, when he saw the new poraries, but they never denied to him comer, "and let's have decent-looking the highest ability in maintaining the men in the office." As an editor and public man his eccentric habits awakened a curiosity which did not displease him.

The first number of the Tribune and wrote a gossipy correspondence appeared April 10, 1841, with Horace that attracted attention. As much Greeley as editor and proprietor. His The Evening Greeley was engaged in a political and He had peculiarities even in his atti-There are two statues of Horace tude when writing, as he would sit

New York, then because assistant to for the Tribune and subsequently enjoys.

The cultivated classes were very the had for what reserved. 1869, in his 50th year, absolutely and poetry. from overwork. He was proud of his newspaper, and he might well be.

York press was Henry J. Raymond, Everything about the establishment editor and one of the founders of the was conducted in their own peculiar Daily Times. He was born in Liv- way. It was only when the paper ingsion County, N. Y., January 24, came under the control of Charles A. 1820. He studied law for a year in Dana that it advanced to the position New York, then became assistant edi- of commanding influence that it now

twice elected to the State Assembly, in glad to claim a newspaper that had for 1854 was elected lieutenant-governor, its proprietor and editor a world-and in 1864 was elected to Congress. renowned poet. This was, of course, He has been well called a "lone the Evening Post, and William C. journalist." His earlier taste is shown Bryant was the man. He took a long in the position he held on the Tribune, walk down Broadway to the office of which was "assisting in the depart- the paper on Nassau street every ment of literary criticism, the fine arts morning. He was erect and alert, and general intelligence." He was though he was a gray-haired and aged about the average height, well pro- man. His flesh was as fine and deliportioned, neat in his attire and cate as a woman's, and his eyes beamed agreeable in his manners, while some- with intellectuality and kindness. All He attended the the best citizens knew him, for he took Presbyterian church, and was an edu- part in all public matters, and even cated, high-toned man in every par-strangers could admire him as he walked ticular. He had no eccentricities like along. It was once said of an old and Greeley, no duels like Webb, no sen- wealthy business man of New York sationalism like Bennett, but he had when he was finally gathered to his fine talents as an editor and dignity of fathers, that "He lived with the Evencharacter as a man that secured a fore- ing Post in his hand." Generation most position for himself and his after generation took the paper, read The first number of the it thoroughly from day to day, and Times appeared September 18, 1851. made its contents their delight and It grew out of certain talks in Albany guide. William C. Bryant knew and between George Jones, who was then appreciated this power of his journal a banker there, and Raymond, who in the community, and especially in the was Speaker of the Assembly. It family circle, and he was resolute that claimed to be independent in politics, its reputation for purity and culture but was really a Whig paper, and later should be as good as his own or of his a Republican sheet. Raymond's abil- poems. Consequently, he was always ity enlarged with his new opportuni- a severe critic, and little less than a ties. He issued a good, clean paper, schoolmaster, in his editorial rooms. and the public supported him. He He made out a list of words which he kept up with all the advance move- considered vulgar and in bad taste. ments of the day, but he was less Every editor and reporter was expected radical than Greeley, and thus gained to make a study of them for his better the attention of the large conservative instruction in the use of good English, class, who, while they admired and avoid them in preparing copy for Greeley, were not prepared to follow the paper. It was no slight matter in his footsteps. Raymond worked thus to be under the gaze and criticism hard, for he became a master spirit, of a man who was every day himself not only in editorship, but in political contributing more or less to the imand public life. He died June 18, mortal literature of the country in prose

Everything was in a hurry in the office of the Evening Express from the The Sun was in the hands of Moses hour that work commenced until the Y. Beech and his sons. It was a last of the many editions was off the penny paper and was published on the press. It was as hasty and crude as southwest corner of Fulton and Nas- the Evening Post was the reverse of sau streets, opposite the office of the these. James Brooks was an impor-Herald. Beech was a money-making tant man and his brother Erastus stood man, and his sons gave him very ef- very high in the American party. They ficient aid. They cared more for a were different in their appearance and good paying than a great paper. in their characteristics, but they formed

a most excellent combination in making a successful paper. Two talented young men by the name of Sweetser started the Mail, and this and the Express were finally bought by Cyrus W. Field, when the name was changed to

Mail and Express.

In an upper story of the building on the corner of Wall and Water streets the editorial rooms of the Journal of Commerce were situated. This was another blanket commercial sheet. It was also noted for its accurate election statistics. Gerard Hallock, one of the editors, prepared these tables. He kept the figures from election to election with great care, and elaborated them in tables that no other paper then attempted. David Hale, a strong and able man, was the other editor. When they disagreed on any public question each published leaders over his own signature. Hale used to do his own commercial reporting, though there was no want of money in the concern. At a certain hour in the afternoon he made a round of the brokers in merchandise, and was received with much attention. He not only obtained reliable information but he said many wise and sharp things that were remembered. On one occasion he came out into Wall street and descended into the sewer by means of a ladder placed in it by a man from the office. His object was to remove some obstruction, and he did not disdain to do it himself with hundreds looking on, He was the owner of the Tabernacle on Broadway, where all the great meetings of the day were held, and a member of the Congregational church worshiping there. Mr. Stone, recently deceased, was his able successor in the Journal of Commerce. There were other newspapers and editors, but the more prominent and representative men have been named.

J. ALEXANDER PATTEN.

#### NOTES.

A FRUIT importer in the Birmingham market on opening a barrel of apples, one of a consignment received from Canada, was surprised to find on the top of the fruit a circular piece of cardboard bearing writing in pencil. On examining it more closely he read: "Brighton, Canada, January 25.—The person writing is a blonde, age 25 years, and in the apple business wishing to correspond with inglish lady for matrimonial purposes and will find to their advantage by addressing"—then follow name and detailed address.—London (Eng.) Weekly Telegraph.

A CONTEMPORARY publishes the following advertisement under the heading "Matri-

monial": "Widower, 40 trustworthy, submissive, seeks engagement as general domestic to widow or elderly spinster, genuine, view matrimony, no agents. Address.—... —London (Eng.) Weekly Telegraph.

THE American News Company has given notice that it will not receive or handle any copies of any newspaper, periodical or other publication containing any advertisement which may appear to belong to the class called "suggestive."—Fourth Estate.

A work.D's fair of printing material will be held in London from May to October, 1897. It will be an exhibition of printing and material, and the product and material of the allied trades from all over the world, and will doubtless be of great interest to printers, and a chance for a showing of American

superiority.

ABRAHAM WISE, a merchant of Alliance, Ohio, has adopted a novel plan for collecting outstanding accounts. He sends out a wagon bearing the inscription: "A. Wise's Delinquent Debt-Collecting Wagon." This vehicle stops in front of the houses of those indebted to the firm, and will not move until the whole or a portion of their obligations have been canceled. The idea is said to have worked very successfully.—Moneymaker.

THE Clipping Collector asserts that the largest number of newspaper clippings made to fill a single order was 6,000, about P. T. Barnum, when the great showman died.

The Duke of Cambridge is the only member of the British royalty who does not pay postage on his letters; his position as commander-in-chief of the English army exempts him.—The Waterbury.

The enormous amount of wood now used for making paper every year may be judged from the fact that a Paris newspaper, the Petit Journal, which has a circulation of over a million copies a day, and is printed on wood pulp paper, consumes in a twelvemonth 120,000 fit trees of an average height of sixty-six feet. This is equivalent to the annual thinning of 25,000 acres of forest.—Bookseller and Nevadealer.

The city council of Louisville, Ky., has laid a license tax of \$50 on weekly and \$20 on daily newspapers. The papers concerned do not take a favorable view of the matter, and have combined to fight the license as double taxation. It is a sort of tax on knowledge and public intelligence. It were wiser, in this view of the case, for both the city and State to unite in giving the bright, conscientious, self-sacrificing editors of Kentucky bounties instead of fines.—National Printer-Fournalist.

It is said that 1,922 patents have been taken out on advertising devices.

AT public auction, April 7th, Peter F Meyer & Co. sold the five-story buildings, Nos. 22 and 24 North William street, the five-story building No. 225 William street, and the six-story building No. 227 William street, for \$136,500, to the publishers of The New Yorker Herold, Zeitung and Revue, who intend to put up a fine newspaper building. The property is considered one of the best sites near City Hall. The area covered by the four buildings is more than 6,000 square feet.

PRINTERS' INK continues to present knotty problems to the Post-Office Department, and the Post-Office Department continues to make decisions that nobody can understand. —Push, Spring field, O, for March.

#### CATCH-LINES FOR ADVERTISING BOOKS.

By L. J. Vance.

The value of a good title for a book is recognized by writers and publish-It is often the title, and the title Booksellers alone, that sells a book. and librarians will bear out this state-For example, such a title as: "Ships That Pass in the Night" was a happy phrase. It appealed to the imagination; it piqued curiosity, and it offers a world of suggestion. A well-known New York book publisher told me at the time this book had a "run" that he had no doubt that the book sold more by its title than anything else.

In advertising books few things are likely to prove more useful or successful than an attractive head-line. This catches the eye and gets the attention of the reader. The head-line should be "pat" to the contents of the book, and, although it may exaggerate, it should not misrepresent or purposely

Mr. Felix Myers, who has prepared hundreds of advertisements of books, for Funk & Wagnalls Co., says that the best results come from short, condensed, pithy statements, set off by bright catch-lines. In proof of this he refers to a great number of instances in which the customer, in writing for the book, quotes the catch-line instead of the correct title.

Some of Mr. Myers' book ads are rather striking and to the point. think the following catch-line, which has a touch of grim humor, is sure to attract the reader's attention:

Dug His Grave with His Teeth.
Who? The epicure—Illustration from "Eastern Proverbs and Emblems, Illustrating
Old Truths," by Rev. J. Long; from 1,000
scattered vols. For the speakers, writers,
general readers. "The accumulated wisdom
of the centuries."—Postraal of Educatios.
12 mo, cloth, 280 pp., with indexes. \$1.00
post-free. post-free,

By putting the head-line in form of a question, a book with an ordinary title may be advertised so as to attract notice, thus:

What is a Musical Story ?-"What What is a Musical Story?—"What a musical story may be, one must read 'Miserere' to learn."—Chicago Evening Post. "It gives me an exhilarating sensation of delighted surprise."—Prof. Won. C. caver Wilkinson, of Chicago University. Square ramo, cloth, elegantly bound; with designs in ink, white and gold; beautifully illustrated, with full-page, half-tone engravings; gilt top; in box; price, \$1.00.

Here is another condensed book ad with a catch-line which will stimulate some curiosity:

A Beetle's View of Life.—This is the title of one of the 24 chapters of the book, "Nature Studies," a series of popular, scientific expositions by eminent men. The book is full of interest. "Replete with interest and general information."—Christian Scretary, Hartford. Cloth, 264 pp. Price, \$1.00 postnaid. post-paid.

#### Again:

How to Return a Lady's Gift,—
A lady friend has made you a present? You
may retailate with good effect by presenting
her with a copy of Kate Sanborn's delightful
volume. The Wit of Women," a careful and
extensive collection of the wit of women,
beautifully bound in cloth. "Miss Sanborn's
book is full of stored-up electricity. Its play
is like that of summer lightning on the
clouds, so quick, varied and irradiant that
one is never tired of watching for it."—Frances E. Willard. Square x2mo, 215 pages.
Price, \$1.50.

The following ad shows how a serious book may have a sensational side:

High Kicking and Bound Dancing.—The whys and wherefores of the disputed question of dancing are treated the disputed question of dancing are treated in "The Dance of Modern Society," by Professor W. C. Wilkinson, University of Chicago. "Most pungent."—Harper's Magasine. "Its value far exceeds its price."—Western (Aristian Advocate. Cloth; 60 cents; post-free. Punk & Wagnalls Co., Lafayette Place, New York.

Effective advertisements of books may often consist of eight or ten lines, containing a bright catch-line, title, author's name, publisher, price and perhaps a word of commendation from the press.

#### GENTLE SARCASM.

Appropriate sign for a daily newspaper office—" Rumors Wanted."—Book and News Dealer.



#### LITERATURE VS. MONEY.

Magazine Editor-Our June number is the magazine Editor—Our June number is the finest issue we've ever had.

Proprietor—What !—and with only seventy-three pages of ads. Not much.

OVERDONE ADS.

I believe in illustrated ads all the time, but ometimes, I think, the advertiser overdoes

his illustrations.

This morning I saw in a prominent lady's journal a picture showing two beautiful cupids, with kid gloves on, holding the tips of their fingers on a rapidly-revolving grindstone. This picture was to illustrate the claim of a certain brand of kid gloves that they do not wear out. Probably very few people who wear high-class kid gloves were ever so unfortunate as to come in touch with a good, sharp grindstone. If they have had this experience they will not believe that a this experience they will not believe that a grindstone cannot wear out any brand of kid gloves in a very short time, and to see the picture will give them a tingling sensation that is not at all pleasant. This ad is overdone in two ways—in the first place, no one will believe that the gloves are proof against the wear of a grindstone, and in this way it is overdrawn; in the second place, it conveys an unpleasant impression, and is thus overdone. overdone.

The funny ad is often overdone because it does not convey an impression of serious desire to call attention to the merits of the article advertised. Men like fun, and the world is ready to laugh at a funny ad as well as a

is ready to laugh at a funny ad as well as a funny paragraph, but when a man goes to buy any article it is very rarely that he does so with humorous intent. Business is not at all funny, and a harlequin ad will not often persuade men to go down into their pockets and bring up cash.

Funny advertising for women is not in good taste at all, for women do not like to have their tastes, or articles devoted to their use, caricatured in any way, and he who makes sport of them or shows their belongings up in a ludricrous or amusing light may ings up in a ludricrous or amusing light may attract their attention soon enough, but he will not persuade them that they ought to

buy his goods.

There is a distinction between a funny and a humorous ad. A good ad is often one that turns some conceit so as to make the reader smile, but it does not present the matter in an offensive way nor so as to wound the sen-

sibilities of any one.

When the ad writer begins along this line it is necessary to be very careful or he will find that he has overdone the business and made a bad ad instead of one that will pull. MILLER PURVIS.

THE ETHICS OF MEDICINE.

It is against the ethics of medicine to invent a patent medicine or surgical instrument is against the ethics of medicine to profit by the sweat of one's brow and the ideas of one's brain. The man who invents a surgical instrument must not profit by it any more than the idiot who sits and takes his ease and the follow who sats and takes his ease and steals any ideas that a brainy, hard-working man conceives. If he does, it's against the ethics of medicine. If a man makes a dis-covery in medicine and saves a hopeless case he must not talk about it, nor must he let his friends know what he has succeeded in doing. If he does, he violates the ethics of medicine. But it is not against the ethics of medicine to perform malpractice. It is not against the ethics of medicine to know nothing about one's profession and to kill off patients by the hundred. A man who says that a compound fracture is a sprain, who diagnoses a fractured skull as a case of drunkenness, who performs laporotomy for a pain in the ear—such a man does not violate the ethics of medicine and may hope some day to become president of the County Medical Society,—N. Y. Press.

#### THE LARGEST NEWSPAPER.

The largest newspaper ever published in this or any other country was the \*Hiumi-nated Quadruple Constellation\*, which was issued in New York City on July 4, 1859. It was a \$2,000 edition and was sold at 50 cents per copy. The size of the page of this cents per copy. The size of the page of this sheet was 70x100 inches, or almost 49 square feet. It was an eight-page paper, 13 columns to the page, or a total of 10x4 columns, each 48 inches in length. It was illustrated with good portraits of President Buchanan, Edward Everett, Henry Ward Beecher, N. P. Banks, E. H. Chapin, Horace Greeley, Elizabeth Barrett Browning, Alexander Von Humboldt, James G. Bennett, and several others. The paper contained 36 different poems entire, one of them having as many as 64 eight-line verses. Among other articles of special note was the celebrated "Moon Hoax," taken from a copy of the New York Swa, published in 1835. It re-"Moon Hoax," taken from a copy of the New York Sum, published in 1835. It required the work of forty persons ten hours per day for eight weeks to "get out" this mammoth paper.—Newspaperdom.

#### FADS AND CLIPPINGS.

In Park Row yesterday I met a man who conducts the largest newspaper clipping bureau in Gotham. Speaking generally of late fashionable fads, he made the statement that during the recent dog show in Madison Square Garden he received a large number of orders from society women for newspaper clippings about dogs. "Before the dog clippings about dogs. "Before the dog show," he said, "we had something over one hundred New York women on our list for dogs and horses, and when the dog show came along the list was run up for dog lore alone I got curious and made some inquiries, and I ascertained that in most instances young women have male friends who are interested in horses and dogs, and the dear girls take this way of cramming with lore about dogs or horses for the demands of their society.-Clipping Collector.

#### THE SPECIAL AGENTS.

WHERE THEY ARE.

-	
Tribune Building	19
Times Building	X
Tract Society Building	6
World Building	5
Temple Court	5
Potter Building	4
34 Park Row	3
23 Park Row	2
10 Spruce St	2
114 Nassau St	1
48 West Broadway	X
x Madison Ave	3
	_
Total	60

#### COLD SHOULDER TO AMERICANS.

Americans of the fair sex are inveterate "shop-viewers," and pass away a good deal of their time in that agreeable occupation, evidently to the great chagrin of a proprietor of a certain "curio" shop in Wardour street, who has placed a large card in his window bearing this inhospitable legend:

NOTICE TO AMERICANS:

This is not a public museum.

-London Fame.

THE auctioneer's ad should make a strong hid for trade.

#### THE ADVERTISING PLACER.

The advertising press has devoted a large amount of space to the advertising solicitor; there is much to be said on the other side. If the advertising business requires certain extraordinary qualities on the part of solicitors, it also requires a high order of talent on the part of the men whose business it is to deal with them. It may be set down as an axiom that an advertising placer who is bored or even bothered by solicitors does not understand, or is not naturally adapted to, the business,

It is the business of the solicitor to represent his paper, and perhaps spend the largest part of the time during the interview in giving reasons why it is the best advertising medium in the country, but at the same time a skillful advertising placer obtains from him information worth many times the

value of the time spent.

There is a vast fund of ephemeral informa-tion which the successful placer should have at the earliest possible moment, and in no other way can he get it quicker than through solicitors who are expected to keep thoroughly posted on the news of newspaperdom. For example, the newspaper directories give cerrain figures regarding the newspapers of Chicago and New York, while every newspaper man knows that the circulations of the dailies in both cities have been revolutionized during the past few months, while some of the weeklies have been discontinued altogether.

gether.

It is a fact that the men who place the largest amount of business, like Everett, of Hood's Sarsayarilla, Sandlass, of the St. Jacob's Oil Co., Rose, of Scott & Bowne, Bradford, of the N. W. Ayer Agency, or Wetherald, of the Pettingill Agency, are the worst accessible, while some retty unstart. most accessible, while some petty upstart, with perhaps \$5,000 to spend, will hedge himself about with usbers and assistants, and bother solicitors with future appointments and other forms of red tape.

It pays a solicitor to be gentlemanly, com-municative and honest; it also pays an ad-vertisement placer to treat him as a gentle-man, not take any more of his time than is necessary, and tell him honestly whether he can give him any business or not.—Art in Advertising.

THE sole mission of a shoe ad should be to



RAISED THEIR SALARIES.

Taggs—You're looking prosperous, Boggs. Boggs—Yes, our firm began advertising last month and the old man is so overjoyed at the increase in trade that he has raised all our salaries.

#### THE COMING POET.

Rhymey Robinson—I don't seem to be able to make a complete success of my poesy. Charley Chickenfeed—Why, my dear fel-low, you must be hard to satisfy. I see your I see your ns in all the first-class magazines

Rhymey Robinson-I know it, but the big advertisers do not accept my verses. never attain to a permanent income until they do.

#### Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WISCONSIN ACRICULTURIST, RACINE, WIS.

STAMPS FOR COLLECTIONS—Send

Lynchburg NEWS (2,600 Weeks,

TOPEKA, KANSAS Circulation 7,800 guaranteed—larger circula-tion than any other Kansas weekly. For rates, etc., address H. Frank Winchester, 10 Spruce St. New York, Eastern Agent, or C. Geo. Krogness, Marquette Bidg., Chicago, III., Western Agent.

## The Evening Journal.

JERSEY CITY, N. J.,

IS GETTING ON NICELY, THANK YOU. So are its advertisers. They find it pays.

#### It Leads Them All...

"The Daily Republican's" Circulation is from Four to Five Hundred Copies more per day than any other Daily Paper published in Bucks County, Pa.

The publishers of Rowell's "American Newspaper Directory," in sending out the Directory for this year, say of The Dally Republican, that it has

"A Higher Rating than any other Daily Published in the County." The medium for Advertisers, sure. Weekly edition issued in connection with the Daily. For Rates, address

REPUBLICAN PRINTING CO., DOYLESTOWS, PA.

Axxxxxxxxxxxx We advertise for advertisers because we know our advertising pays advertisers who advertise is our advertising columns.

Results! Success for the advertiser. Permanent pat-

ronage for the publication. "What it is?"

## Indianapolis, Ind.

Circulation Over 125,000 Copies. Advertising 6oc. per line.

No discount for time nor space. Published monthly. \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

SUPERIOR TELEGRAM. 38 Park Bow, New York.

YEARS OLD.

8 THOUSAND CIRCULATION.

THE RECORD OF BRIDGEPORT'S ONLY MORNING PAPER,

THE MORNING UNION. BRIDGEPORT, CONN.

... RATES ARE LOW .. \_

## Display

Space in the newspapers and magazines Space in the newspapers and magazines costs lots of money. It costs just as much whether the ad is well displayed or poorly displayed. It's the worst kind of economy to send in copy and take chances that the printer will make a good ad of it. The right way is to send your copy to me and have your ads set up and electrotyped. I can make an ad poke its head right out of the wilds of the other advertisance according midst of the other advertisements around it. No difference what you sell or where you advertise, the wisest way is to mail your copy to me to be set up artistically and conspicuously. I print circulars, booklets, letter-heads, catalogues, business cards, and aim to make every job an artistic piece of work.

Wm. Johnston, Manager Printers' Ink Press, 10 Spruce St., New York.

## Veritable IRIOSI

A Veritable Literary Curiosity, viz.: An indexed Catalogue, embracing all such Merchandise as cannot be profitably advertised, with a Supplement containing a full list of such Occupations and Professions as successfully defy the powers of printers' ink to aid them.

An experience of thirty years has been required to assure myself of the absolute accuracy and completeness of this Catalogue, which will be mailed to any address upon receipt of two two-cent stamps.

#### FRANCIS I. MAULE, 328 Chestnut Street. Philadelphia.

Please write me only on your regu-lar printed letter-heading, and be par-ticular to state where you saw this. 



to Cents a Copy.

Loo a Year

## GODEYS MAGAZINE.

The Coe Chemical Co., of Cleveland, Ohio, stated on January 27th, 1896, that they had received in cash more than 200 per cent of the cost of an advertisement in December Godey's, and that they were daily receiving orders from the same ad.

It Pays to Advertise in GODEY'S.

Guaranteed circulation for 1896, one million copies.

Send for rates.

THE GODEY COMPANY,

ga Lafayette Place, New York.

The

## American Farmer.

WASHINGTON, D. C.

.....

The oldest agricultural paper in America.

#### PAYS ADVERTISERS.

Published on the first day of every month.

OVER

100,000 COPIES....

-

New York Office: 66 World Building.

BYRON ANDREWS, Manager.

## CHRISTIAN GUIDE,

LOUISVILLE, KY.

ADVERTISING RATES: Display, 15 cents per fine, Reading Notices, 30 cents per line.

Basis of measurement, AGATE. Preferred position, 20 per cent extra. No advertisement less than five lines.

#### DISCOUNTS for space used within one year.

250	lines						٠		IO	per cent
500	4.6								15	44
750	6.6								20	66
1,000									25	44
2,000	44	an	d u	р					30	44

Positively no deviation from these rates.

H. C. HALL, Advertising Manager,

JANUARY 1, 1896.

22 WITHERELL ST., DETROIT.

## We Are Not

Because there is much territory not covered by TEXAS FARM AND RANCH,

#### But We Are Rejoicing

over the fact that the many customers who use our advertising columns

#### Year In and Year Out

have long since learned that TEXAS FARM AND RANCH covers thoroughly TEXAS, ATKANASS, Louisiana, Oklahoma, Indian Territory. Have you looked into the desirability of securing the best class of customers in above territory? A clean paper for clean advertisers seeking clean customers.

#### TEXAS FARM AND RANCH DALLAS, TEXAS.

New York Office, 47 Times Bldg. Chicago Office, Marquette Bldg.

#### Your Business

interests us because we build the machine which will help you to Make money and Save money.



The "NEW MODEL" WEB will print a 4 or 8-page newspaper more rapidly, perfectly and economically than any other press on the market.

Campbell Printing Press & Mfg. Co.
6 Madison Avenue, New York.
334 Dearborn Street, Chicago.

## This is My first bow To Advertisers.

HAVE grown to sixteen pages, am better looking, feel stronger and healthier; 20,000 people paid me to visit them once a month when I was younger and hadn't grown to my present estate; now I shall

continue my visits, but will be more heartily welcomed, and in more homes.

My object is to get people in Ohio to fight saloons; in fact, I am the organ of the Ohio Anti-Saloon League; my home is in Springfield, and my terms for introducing advertisers into the homes of the 20,000 members of the League are low. My name is

PHILIP RITTER. The American Issue.

Eastern Representative,

150 Nassau St., New York...

## Betrayed ~~

## and then Lost.

N recent years silver has found one of its most bigoted critics in the city of St. Paul's Pioneer Press. In the attempt to talk about the free-coinage issue, that newspaper may truly be said to have exhibited more conceit and denser ignorance than any other newspaper in the land. It has not been necessary to force this fact upon the attention of the Montana public; our people discovered it long ago, with the result that in this region the Pioneer Press has ceased to find a field. Gradually making its conquest during seven years as the recognized newspaper which has this broad State for its own, the Anaconda Standard stands up as the sturdy champion of a great constituency which newspapers like the Pioneer Press betrayed and then lost.

Indeed, the public in Montana and the Northwest has not failed to make generous recognition of the newspapers that have pulled true, nor has it neglected to discriminate against the press of the enemy. Time was when the alleged excellence of the Portland Oregonian had loud trumpeting up and down this State. Once that newspaper's Montana patronage was large; the Oregonian is a stranger in these parts now. The citizens in these mountains are always ready to study both sides of a question, but they will not lend their support to a publication which, when it lost its grip as the organ of a notoriously corrupt ring at home, turned in with perverse purpose to convey wrong impressions regarding prevailing opinion on the silver question in the States of the Northwest.—Extract from The Anaconda (Mont) Standard.

## ..The Lookout..

PARADAMIRADARARA

CINCINNATI.

The Great Western Christian Endeavor Weekly.

27,733 Guaranteed average weekly Circulation, 1895.

"The value of an ad is in its results."

of of the

H. C. HALL, ADVERTISING MANAGER, 22 WITHERELL ST., DETROIT, MICH.

### The Black Cat.



"The out that has captured the country."-N. Y. Herald.

"If you read a copy you'll understand why."—
Phila. Call.

THE BLACK CAT is the Most Original, Most Attractive, Most Fascinating, and Most Complete Story Magazine on earth. And it costs the least money. It has accomplished what no other magazine in the world ever accomplished—reached a bona fide sale of over 200,000 copies per issue in six months. It contains the most captivating stories that brains and genius can protains the most captivating stories that brains and genius can pro-THE BLACK CAT is the Most tains the most captivating stories that brains and genius can produce and money can buy. It pays nothing for name or reputation of a writer, but highest price on record for Stories that are Stories, Monthly, 5 cents a copy—50 cents a year. No free copies. Differs from anything and everything heretofore published. It is Original. It is "The Story Telling Hit of the Century."

Advance in Rates April 20, 1896. Page, \$200; half, \$100; quarter, \$50, each insertion. No deviation; advertising space limited to 16 pages.

THE SHORTSTORY PUBLISH-ING Co., Boston, Mass.

## The Denver Evening

The Denver Evening POST . The Denver Evening

"Those who read the Post Always know the most."

#### REPRESENTATIVES

W. H. KIMMELMAN. 38 & 39 TIMES BUILDING. **NEW YORK.** 

OR

FRANK TAMMEN. 319 DEARBORN STREET. CHICAGO, ILL.

## St. Louis St. Louis \*\*\* Post=Dispatch,

The Best Afternoon Paper ...... America.....

The Biggest and Best Sunday Morning Paper in St. Louis.

Largest Bona Fide Circulation st. Louis PAPER.

The Post-Dispatch is the great Home Newspaper. Through it advertisers can cover more effectually St. Louis and adjacent territory than through any other two St. Louis newspapers combined. The actual bona fide circulation is far greater at the present time than at any period of its history. It is 30 per cent greater than when the new management took charge in February, 1895. It is steadily increasing, week by week.

Larger circulation in St. Louis and suburbs than the Republic and Globe-Democrat combined. A show-down is proposed on this at any time. It leads all newspapers in every section of the city. It challenges a show-down with any paper on carrier circulation in any ten or twenty blocks in any section of the city.

#### Daily Averages for 6 Mos., July 1 to Dec. 31, Inclusive:

Sworn to and verified by Examining Committee, consisting of Lon V. Stephens, State Treasurer of Missouri; Isaac H. Sturgeon, Comptroller of the City of St. Louis; R. M. Scruggs, President Scruggs, Vandervoort & Barney Dry Goods Co.; B. Hillman, of Siegel, Hillman & Co.; Alfred E. Rose, President of the H.-O. Co., and Advertising Manager Scott & Bowne.

DAILY AND SUNDAY, - 79,858 Average 79,236 Ten Sundays Ending Dec. 22, 85,901

The Bona Fide Circulation of the Post-Dispatch NOW-March, 1896-in St. Louis and adjacent suburbs is over 53,000.

#### ADVERTISERS APPRECIATE IT.

Local advertisers are in the best position to know the truth or falsity of any statements made regarding newspaper circulation. During the months of October, November and December, 1895, the volume and value of local advertising beat all records for the corresponding months in the history of the Post-Dispatch.

Foreign advertising during the months of September and October was 81 per cent greater in 1895 than in 1894, 127 per cent greater during November and December.

#### WRITE FOR A COPY OF THE COMMITTEE'S REPORT.

Circulation Books Always Open to Advertisers and an Examination Invited-

### THE POST-DISPATCH, ST. LOUIS, MO.

The S. C. BECKWITH SPECIAL AGENCY, Sole Agents Foreign Advertising,

Tribune Building, New York.

" The Rookery," Chicago,

## A Campaign of Education.

WM. J. PAPE, Business Manager.

Established 1877.

### Passaic Daily News.

The Oldest, the Best, and the most widely circulated journal in Passaic.

36

Has three times the circulation of any other paper.



News
Publishing
Co.,
Proprietors.

Passaic, N. J., March 31, 1896.

Publishers of Printers' Ink, New York.

Gentlemen: On January 1 we commenced to mail your little journal to one hundred advertisers in Passaic and Paterson. Largely in consequence of this campaign of education our advertising during March, '96, showed a growth of nearly 50 per cent over the advertising for March, '95. As the rates have been raised in the interim an average of 33% all around, this speaks well for Printers' Ink. We were in urgent need of additional advertising at the commencement of the year, for we had recently enlarged our paper and feared we would have to revert to a small size again after the holiday business. Instead of being obliged to take this step, we are now considering how soon we can permanently enlarge our paper again.

Very truly yours,

Passaic Daily News,

By grangoape

...AN AD... Do in the UNION You GOSPEL 0 Want **NEWS** WILL DO IT To Reach FOR YOU... Reaches Homes G in all the States and The Homes? Territories and the Provinces of Canada 0 OVER S Circulation 150,000 Being undenominational, this And constantly adding paper reaches thousands of homes new names to its subthat are reached by no other re-E scription list, thus inligious newspaper. creasing its value as an Has in its list of contributors, D. L. MOODY, Prof. GRAHAM TAYLOR, ADVERTISING... ...MEDIUM Rev. B. FAY MILLS, Rev. E. H. BYINGTON, Rev. E. P. HAMMOND, For rates and inforand other world-famous Evangelists and mission workers. mation, send to Contains Talmage's Sermons, Notes on S. S. Lessons and C. E. THE Topics, Letters from Foreign Missionaries, interesting, attractive stories and everything that is F GOSPEL needed in a **NEWS** FIRST-CLASS

...PAPER... FOR

..THE HOME ..

CO.

Cleveland, Ohio

## A Strong Paper in a Strong Field

is a strong combination for the advertiser. Quality in contents and quality—as well as quantity—in circulation make a paper valuable to the advertiser. Such is:::



## SALT Tribune

the foremost newspaper in Utah. Its high news and literary standard insures its perusal by the better, industrious, purchasing class of people. In its field it reaches all the people that are worth reaching.

ADVERTISING RATES
GIVEN ON APPLICATION.

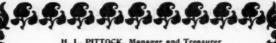
. . THE . .

## S. C. Beckwith Special Agency,

Sole Agents Foreign Advertising,

The Rookery, Chicago.

Tribune Bldg., New York.



H. L. PITTOCK, Manager and Treasurer H. W. SCOTT, Editor . . . . . . . .

DAILY . SUNDAY . WEEKLY Editions

## OREGONIAN

PORTLAND, OREGON

Last July the Management
Made a Radical Reduction
In the Subscription Price

Advertisers To-day are Reaping the Results

..The.. Record

**THE OREGONIAN** is publishing 25 per cent more news now than it ever gave to its readers before . .



THE OREGONIAN'S increase in circulation during the past eight months has been phenomenal . . THE OREGONIAN is the only paper of general circulation in a field con-

taining over 1,000,000 people.

The hard times have firmly entrenched THE OREGONIAN in its position as the one great paper of the North Pacific Coast States

E. G. JONES

The S. C. BECKWITH SPECIAL AGENCY

EASTERN REPRESENTATIVES

Tribune Bldg., New York

The Rookery, Chicago

## AS YOU LIKE IT.

There are many advertisers whose business is confined to certain sections of the country, and to advertise outside of such sections would be a useless expense. The co-operative system of advertising, as conducted by its originators, The Chicago Newspaper Union, fully meets the requirements in all such cases. Each list shown in our catalogue is separate and distinct, and an advertiser can select the particular list that reaches the territory in which he wishes his advertisement to be read. Our combination is made up of nine separate divisions, each complete in itself, as follows:

The Chicago Newspaper Union List, of 430 papers, circulating in the States of Illinois, Iowa, Michigan, Wisconsin, Indiana and Missouri.

The Fort Wayne Newspaper Union List, of 170 papers, circulating in the States of Indiana, Ohio and Michigan.

The Indiana Newspaper Union List, of 105 papers, circulating principally in the State of Indiana.

The Sioux City Newspaper Union List, of 209 papers, circulating in the States of Iowa, South Dakota and Nebraska.

The Sioux City Independent Union List, of 168 papers, circulating in the States of Iowa, South Dakota and Nebraska.

The Nebraska Newspaper Union List, of 87 papers, circulating in the State of Nebraska.

The Milwaukee Newspaper Union List, of 107 papers, circulating principally in the State of Wisconsin.

The Wisconsin Publishers' Union List, of 60 papers, circulating principally in the State of Wisconsin.

The Standard Newspaper Union List, of 113 papers, circulating exclusively in the State of Illinois.

The papers contained in the above Lists are the PEOPLE'S HOME NEWSPAPERS, the best of their class, and circulate largely in the sections in which they are located.

For catalogue and information, address

#### CHICAGO NEWSPAPER UNION,

93 South Jefferson Street, AND, 10 Spruce Street, New York.

### DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

### GENERAL ADVERTISING.

The following circular was handed me by a bright business man who laughed about it and said it was about the worst piece of advertising he had ever seen :

### BUTTONS.

public the way to make a button that will wear as long as the suit will last. The but-ton is made of the finest Italian silk twist and

should go on every tailor-made suit.

The poor buttons have been used for many years, and you all know how shabby they wear on a merchant tailor-made suit. And a hard button on a fine tailor-made suit will just look

As if they put spectacles on a monkey.

As Mr. Borel has had twenty-five years' experience in the finest hand work and matching colors, and will take it up with any man in his branch. His work has shown that, and the finest merchant tailors in America will prove that he did excel in London and Paris. Therefore our button is the best button made

anywhere.
Through the new system which Mr. Borel has invented he puts himself in a position so that he can please everybody, lady or gentle-

man, in a hand-made button.

Mr. Borel speaks English, German and
French, and will be glad to give advice to
any one that takes an interest in this busines

Whoever uses our button must go by this advice: 46 X. They must see that the button-hole is

made large enough so that the button passes

freely. They must be careful not to cut into the back of the button by cutting off the thread, when sewing, as you see the silk is wound all around the button."

By watching these few points we mention here you will always have a good button We will take orders here in the Philadelphia Bourse, or at

733 SOUTH TENTH STREET,

for our hand-made silk twist buttons, in all sizes and all colors.

We will match up any piece of goods as good as you see them lying here, fancy or plain colors.

We will take orders as small as ½ dozen or as large as 1,000 gross. We trust that each and all will read this circular carefully.

We feel assured that once after using these buttons you will use none other. Yours truly,

BOREL & Co., 733 S. Tenth St., or Philadelphia Bourse.

amount to much. Aside from that I indorse. My correspondent says: "In

cannot say that it is much worse than tens of thousands of circulars that are issued every year. It bears the earmarks of earnestness and honesty. When I get through reading it I am inclined to think that Borel & Co.

make pretty good buttons.

The capitalization, punctuation and construction of the circular are pretty bad, but when you get through reading it you know what the writer is talking about. He does tell his story so that you understand it. It could have been told much more clearly and concisely, but this is true even of circulars that are correct so far as grammar and rhetoric are concerned. I have seen a good many perfectly correct circulars that did not convey their ideas as forcefully as this circular does. More than that, they did not have the same ring of honesty about them. Here is a man who is evidently earnest. You can see that he labored very hard on this circular, and he doubtless heaved a great sigh of relief when it was finished. He would have written a better circular if he had not been oppressed with the idea that he was writing a circular and that it would, by and by, appear in cold type. If he had simply written his story just as he would have talked it to a customer he would have had a better circular. I am willing to wager that when the writer of this circular gets hold of a customer he will tell his story so that his customer will believe it, and so that a fair pro-portion of customers will buy his buttons. His talk may not be grammati-cal. It may not sound very smooth, and the English, French and German that Mr. Borel speaks may not be of the purest, but it is probably good enough to sell buttons with, and that is what he is in business for.

I have a communication from a pub-The circular is poorly printed and lisher of "write-up" schemes. looks cheap, giving the impression first sentence of his letter contains a that the concern issuing it does not statement which I can most heartily the time. I believe that "class of advertising is not warranted by the

facts."

My correspondent cites one or two instances in which such schemes have been said to produce results. He seems to think that this proves them to be good, but it does not for a very simple reason. We will say that a inside of the book would be more so. advertiser will figure his cost against booklet. his results-figure the total circulation of the scheme against the circulation he could have bought in a reputable newspaper for the same amount of money, he will find that he is loser. If a write-up scheme ever brought good results for any advertised article it must be that that article possessed some transcendent merit, and if this is true, newspaper advertising or per-sonal printed matter would have brought ten times the results that the scheme brought.

If an advertiser does not use his money to the best advantage he is losing money, no matter whether his advertising is profitable or not. The loss of profits is just as definite a loss as a loss of capital. Either one is a

loss of money.

A man should not necessarily be satisfied with a fairly profitable business. He should live up to his opportunities. Simply because his advertising is bringing some results he should not fold his hands in peaceful contentment. He should not be satisfied unless he is getting the best results possible.

What would you think of a farmer who only got forty bushels of wheat out of an acre of ground that was capable of producing one hundred bushels? Do you think that he ought to be satisfied with his forty bushels? I guess The advertiser who is only getting forty bushels of profit to the acre when he ought to get one hundred bushels is losing money.

smart. I mention it, not because it is unusual, but because the thing they and bright. I don't mean that these have done this time is particularly things are incompatible with common smart. They have issued a "mono-sense, but I don't believe one "smart"

the last issue of PRINTERS' INK, graph" on printing. It is sent out in a March 18th, your department of critidark green envelope, with the address cism contains an uncomplimentary written in gold. The cover of the book mention of a certain class of advertis- itself is printed on heavy vellum with ing not warranted by the facts." That an outside cover of light veilum, on is exactly what I have been saying all which nothing is printed. The cover proper bears an Egyptian design in black, green and gold, and is one of the most striking pieces of printed matter that I have ever seen. I don't think so much of the printing on the inside of the book, although it is artistic and in perfectly good taste. Perhaps if the cover were less striking the write-up in one of these schemes costs Every printer and every business man \$50 and brings a few orders. If the in the United States ought to have this

> E. C. Stearns & Co., makers of the "Stearns" bicycles at Syracuse, send out a return postal card, one section of

which says:

DEAR Sir-To assist us in tracing the re-sults of our advertisements we would request you to kindly mention on the attached postal the paper in which you saw the Stearns wheel advertised signing and returning the postal to us. Very truly yours E. C. STEARNS & Co.

The other section of the card provides for an answer to this question. The idea is not a new one, but that I think may possibly be considered in its favor. A great many people seem to believe that if an idea or expression is not new that it is, therefore, inalterably condemned. They seem to think that when they can say "there is nothing new about that," that nothing further can be said on that subject and that the ad or idea is necessarily bad. As a matter of fact, I am not much of a believer in new ideas. mean ideas that are startlingly new. am inclined to believe that most of the good things have been thought of and that there is nothing new under the I don't much believe in "smart" sun. things, and it is generally the smart things that are new.

Common sense is as old as it is rare. Why it should ever have been called "common sense" I have been unable to determine. It is about the most uncommon thing in the world, and particularly among advertisers. Advertisers seem to think that if a thing can be figured out on a common sense basis The Lotus Press has done something that it don't amount to much. They want something startling and smart advertisement in a hundred ever sells the transmigration of souls he would

We don't need any twentieth previous state of existence. century ideas for about four years. just as well be five years behind the times as five years ahead of them. I am inclined to think that he had better be five years behind than five years ahead, because if he is behind he will have plenty of company, and if he is ahead he will be almighty lonesome.

There are a lot of people in the world who do not appreciate smartness. They are just common, ordinary, every-day people; the kind of people who buy goods and generally pay cash for them. Lincoln said God must have liked common people because he made such a lot of them. The advertiser who shoots over their it is new or old.

heads better save his money.

I wish somebody would tell me how it would be possible to make every one understand exactly what advertising really is. It is one of the simplest things in the world if you look at it in the right way. It is simply telling a plain story. It consists merely of giving information to possible buyers. It does not mean over-statement or under-statement. The more nearly an advertisement can picture the goods or the store it represents the better the advertisement. It should be made attractive, of course, but attractiveness does not necessarily mean smartness or newness. An ad should be made attractive in just the same way that a magazine article is made attractive, by illustration. There need not be anything startling about the illustration. There need not be anything smart about it. It ought to convey an idea applicable to the goods talked about in the advertisement. It need not be original. It may be a copy of a picture one hundred years old. it is a handsome picture and suitable to the subject it is just as good as a new picture. There are very few new pictures, anyway.

Nowadays the man who thinks he has a new idea is generally mistaken. He may not be a conscious copier, but he is a copier just the same. He may think he never saw the thing he has copied, and he may be perfectly honest in his belief that it is a brand new thing evolved from the back part of his own brain. If he were a believer in

be compelled to decide that he had It is possible for an idea to be too seen the original of his copy in some

All of this has not so very much to Until then it will be a good deal better do with the Stearns postal card, but I for us to use 1890 ideas. A man might thought when I saw the card that if it were shown to a dozen men ten out of the dozen would say it was no good

because it was old.

I am sick and tired of alleged new ideas in advertising. I am tired of the howl about originality. The more insignificant the business is the more its proprietor clamors for originality and novelty. (Somebody has said that before-Gillam, I think.) The men who have made and are making fortunes in advertising are satisfied if the advertisement tells their story in a plain, convincing way. They are satisfied if it sells goods. They don't care whether

### RETAIL ADVERTISING.

The following letter is complete in It recites a series of facts that should be interesting and suggestive to the publisher of every newspaper in the United States who is now foolishly hampering the efforts of his advertisers:

CLINTON, Ont., Canada, Feb. 29, 1896. 5

Chas. Austin Bates: DEAR SIR-The New Ers is only an ordinary country paper in Western Ontario, yet PRINTERS' INK is supplied to a dozen of its PRINTERS: INK IS supplied to a dozen of its advertisers, and I am a careful and interested reader thereof myself. Your article on "Changes of Ads in Local Papers," suggested the giving of our own experience. As soon as my local advertisers began to read PRINTERS' INK they wanted to change their ads mosely and for a time we allowed them todo weekly, and for a time we allowed them to do so without any extra charge. We had sense enough to know that an advertiser willing to make weekly changes was sufficiently alive to get all the benefit he could out of adver-tising. The advertisers were running column or half-column spaces, chiefly the former, but I soon found out it took the entire time of a journeyman, a day or a day and a half each week, to make the necessary changes, and this did not pay. My advertising contracts run from January 1st to December 31st, and early in December I sent a small circular to early in December 1 sent a small circular to each of my local advertisers, stating that hereafter we would allow them free twelve changes, and all changes over that would be charged for at the rate of agc. or 3gc. each, according to time required. This plan has been in operation for two years, and I have yet to bear the first objection to it. The ads are changed as often as formerly—most of them every week. I might say that I have never charged less or more than 25c, for any change. This does not by any means pay for all the time it requires, but it is a nominal charge which my advertisers cannot reason-ably object to. Another great advantage I

find of frequent changes is that your advertrising columns are just as fresh as your news columns. We set the ads in any style, shape or form that the advertiser wants—if it can be done—and co-operate with him just as far as we can to make it profitable. Yours, ROBERT HOLMES.

Perhaps the moral aspect of advertising is the thing least thought of in the world. It exists. I believe the people are beginning to see it more and

Here is an article from the Chicago Evening Post. It is, I think, worthy the serious consideration of all advertisers, local and general:

### ERA OF CHEAP GOODS.

Shoddy Stuff Not Worth Store Room Sells Rapidly Now.

### GAUDY AND FRAIL NOVELTIES.

Daily Papers Filled with Advertising Hammering on Low Prices
-Effect on Public Morals.

Editor of "The Evening Post":

The proprietor of a large dry goods store, commenting upon what he termed a public craze for cheap goods, said that he was selling now great quantities of stuff to which he ang now great quantities of stuff to Whitch he would not have given store room five years ago. Our daily papers are filled with advertisements nearly all hammering on the one idea—the cheapness of the goods. That this is producing an undesirable and, in fact, pernicious effect can be easily seen. The amount of should day goods the worse show under of shoddy dry goods, the worse than ugly and short lived furniture, the gaudy and frail novelties, the useless Japanese rugs and other similar abominations which are sold in such enormous quantities prove that the pub-lic taste is in a bad condition. Dress goods which fade and wear out in a short time are not cheap at any price. Cheap furniture is the most expensive kind of an investment; the love of cheap finery and gaudy orna-mentation bespeaks a low condition of public

The production of cheap goods benefits neither buyer nor manufacturer. The latter, as a rule, is ashamed to place his trade-mark thereon and to get the cost of production down must degrade his labor, and in time is himself set aside for another who by greater nimsel set such to adult who by greater energy or more exacting grinding has suc-ceeded in underbidding him. Such a policy is worse than temporary makeshift—it is an-nihilation of business honor. People who buy such stuff have gained nothing. It lasts so short a time that they are always kept poor replenishing the same and do not see that in face of the fact that goods are said to be cheaper than ever, they are in fact dearer

than ever to them.

CONSTANT OBJECT LESSON IN THRIFT.
There is a man in Chicago who makes highclass furniture out of genuine, carefully se-lected woods and by intelligent, well-paid mechanics. Such a piece of furniture costs from two to four times as much as something which looks like it. Such a piece lasts a life-time and is a welcome family heirloom. The thing that looks like it lasts but a short time and then serves no purpose of moral effect, which, I maintain, the well-made piece surely does. An elegant piece of furniture is a con-stant object lesson in thrift, economy and the wisdom of always doing our best. This wellmade furniture is really cheap. In ten years a family which slowly buys of it has something which will always please and serve them and the family which has spent as much in the same time in the other kind has noth-

them and the family which has spent as much in the same time in the other kind has nothing but a lot of imperfect trash.

I know another tradesman in Chicago who probably knows more about the hardware business than any man in the United States. His integrity and business judgment are unquestioned. He won't sell 'junk,' but he in not making as much money or selling nearly as much hardware as departments in large department stores. People are not getting better values in buying the cheap stuff. They think they are, but they are not. Good tools are also family heirlooms. When cared for they seem to do better service with age. The man who sits down and figures the cost and then figures the life of each article knows that cheap stuff is not economy, but such men are rare. They are educated otherwise. They are swayed by the most potent and subtle force of modern times—advertising—and advertising of to-day in Chicago daily papers is almost monopolized by department stores and retailers who claim public patronage because they "self cheap."

#### MUST LET THE PEOPLE KNOW.

Of course, a healthy public sentiment should be invoked to appreciate the good and spurn the bad. This is a mere platitude. The man who makes and the man who sells the best things has not done his duty when he stops with making and selling. He must tell the people what he is doing. It is a duty he owes himself. It is a duty he owes the people. The Christian religion is the best advertised religion in the world. It rests upon the most potent advertising that ever appealed to a human heart. The man who could suffer death to espouse a cause advertised it in a manner which left no doubt as to that man's sincerity. The makers and sellers of good things are not doing their full duty to society. They cannot expect people to come and hunt them out. They cannot expect people to think and become educated along lines when it is their duty to do this for them. The most of the people do things because others tell them to do it-not in response to commands, but as a result of appeals to them in such a manner as plays to best advantage upon the foundations of ac-tivity, the emotions, the passions and ambitions

It is a duty of every man who can do a thing well, who makes a good thing, who sells a good thing, to tell people about it. Tell them all about it. Tell them in a manner which is adapted to their condition, their means and their understanding. The people can afford to pay the expense of being told. The maker and dealer can afford to make the investment in means and methods which may be necessary to inaugurate a systematic method of telling. In other words, any maker of a good thing and any regular dealer in a line of good things should consider the investment in advertising in this light. It is simply buying public favor. A business man buys what he wants. Advertising is nothing unless it is truthful, and thereby an advan-tage to those influenced by it. It is nothing unless it brings stability in price and an increased margin of profit to the advertiser,

Advertising is influencing men. It is making opinions in other minds. Has humanity yet evolved a nobler calling, one more worthy of master minds and consecrated hearts? JOHN LEE MAHIN.

### READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

### For Coffee.

### Here's Coffee For You.

The quality we sell at 33c. is very fine—nothing in town at that price to surpass it. But our pet specialty is that 38c. Java and Mocha mixed. We'll match it with that sold anywhere even at a higher price. Try a pound.

### For Gloves.

### We've Got 'Em Now

Our Spring Stock of working gloves; been waiting for them two weeks. There's about ten dozen pairs of them; light, medium and heavy weights; all good wearers and cheap; some cost only 25c. per pair.

### For Wall Paper.

### Quality and Price

Are two of the most important points to consider in buying any-We make them our spe-

thing. We make them our specialty in wall paper.

Quality—the best in color, design, finish. Price—as low as good goods can be sold.

See our stock and prices-that's our best argument.

#### For Furniture.

### Not Long In the Business.

but long enough to know that there are some people I am pleasing with my goods and prices, be-cause they have come back the second time. The first time they came they bought, per-haps, a nice Bed Room or Parlor Suite, which pleased them so well they came back after a Rocker or a nice Couch.

If you will call and see what I've got you will do as others have done, buy—may be buy again. That's what I want you to do that is, if my prices and assortments strike you favorably—and you can decide this mighty quick if you come and see me.

### For Drugs.

### My Method of Doing Business

best, sell the best, keep the best and recom-mend the best. It is this method that has brought to my store a permanent desirable patronage.

### WHAT ARE YOUR NEEDS?

Books, Stationery and Wall Paper. It will please me to meet your wants if my method of doing business is any insurance to you that you will not be disappointed in buying of me.

#### For Shoes.

### There are Times When You Can't Lay Up a Cent.

But you can always savemoney by buying your shoes of Musser Bros. First, the cash outlay is not great; second, the quality of the goods is first class. You will do well to keep these facts in

### For Watch Repairer.

### Watch Repairing Is My Business

and I give careful, painstaking attention to it. I give especial attention to the repairing of fine watches—the kind of Watches that need extra watches—the kind of watches that need extra careful adjustment. I try to have my work give such satisfaction as will win the con-fidence of all who leave their Watch Repair-ing in my hands. I want you to feel that when you leave your Watch with me for re-pairs the work will be done to the best of my ability and in a competent manner. It is my ambition to add to the reputation I think I have in a small measure already established, of doing honest, thorough Watch Repairing.

### For Stoves.

### The Hardest Way Possible

along in the world is to buy "real cheap things. As a rule, the less you pay, the more it costs in the long run. We don't boast of "cheap" prices at this store, and still, quality considered, we sell at prices that ought to interest careful buyers.

### COOK STOVES

We control the sale of Garlands' cook stoves in this city. We have never heard a woman complain who bought one of these stoves. Every buyer has agreed on four things: The Garland stoves cook better, they bake better, they are easiest to regulate, and are less trouble than any other stove.

We have them in all sizes and prices.

## Use the Vickery & Hill List of Augusta, Me.

It-will-Pay-You

to give these few facts-CONSIDERATION-

### P-A-Y-I-N-G Q-U-A-L-I-T-I-E-S. C-I-R-C-U-L-A-T-I-O-N R-A-T-E-S

are the first thoughts of the

ADVERTISER .....



1,500,000-COPIES-PER-MONTH,

\$6.00-PER-AGATE-LINE,

Our Rates

To get more information

CHICAGO Address C. E. ELLIS, New York,
Boyce Bldg. Spec. Rep., 517 and 5

oyce Bldg. Spec. Rep., 517 and 518
W. J. Kennedy in charge. Temple Court.

The "Pace" that carried The World, Kansas City, to the front rank of Western journalism has not slackened.

It is still pressing forward with tireless strides; and the advertiser who seeks to reach the buyers in Kansas City and the Southwest must include The World among the essentially important mediums to be employed.



26,000 sunday,



THE WORLD, Kansas City.
L. V. ASHBAUGH, Manager.

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A. FRANK RICHARDSON.

New York,

Chicago.

## To the Business Manager

A paragraph intended to appear as a pearl notice immediately following: the description of a newspaper in the catalogue part of the American Newspaper Directory for 1896 is now likely to arrive too late for attention, as the forms will go to press

As far as COLORADO on Monday, April 20 As far as ILLINOIS on Tuesday, April 21 As far as INDIANA on Wednesday, April 23 As far as IOWA on Thursday, April 23 As far as MAINE on Friday, April 24 As far as MICHIGAN on Saturday, April 25 As far as MISSOURI on Monday, April 27 As far as NEBRASKA on Tuesday, April 28 As far as NEW YORK on Wednesday, April 29 As far as OHIO on Friday, May 1 As far as PENNSYLVANIA on Saturday, May 2 As far as TENNESSEE on Monday, May 4 As far as WEST VIRGINIA on Tuesday, May 5 As far as NEWFOUNDLAND on Wednesday, May 6

A paragraph received too late for insertion in the catalogue portion of the Directory, as indicated by the schedule printed above, will, in that case, be inserted immediately following the name of the paper in the "Catalogue by Counties," or "Class Publications," or "Sunday Newspapers," or among the "Newspapers of Largest Circulations," whichever may seem best or most available at the moment the order is received.

### SEE SAMPLE ON NEXT PAGE

On the opposite page is shown a pearl paragraph inserted in the catalogue by counties, as proposed.

The plan permits a publisher to insert any statement of his own in such a way that a user of the American Newspaper Directory will be certain to read what the publisher has said.

#### IT COSTS TEN DOLLARS.

The advertisement is inserted on the responsibility of the publisher, and for the privilege of inserting it he pays ten dollars to the publishers of the Directory when he has received a copy of the book, the same being delivered at his office free of postage or expressage charges, these having been paid from the New York office of the Directory.

The publisher is allowed sixty words to enable him to express his idea. If he requires more than sixty words he may have as many more as he desires, at a cost to him of 10 cents extra for each word used more than sixty.

If the publisher wishes to pay in advance for this small advertisement he may send check with his order, deducting ten per cent in consideration for

the advance payment.

It is found that short statements of interesting facts inserted in this way are read with interest by users of the Directory and are generally believed. They tell just what an advertiser wishes to know. The notice being preceded by the word advertisement, the editor of the Directory is thereby relieved of any responsibility for its statements.

A newspaper that has already sent an order for matter to appear in a pearl paragraph, that entitles the publisher to a copy of the Directory, may insert an additional paragraph at ten cents for each word—actual count of the additional

matter sent.

All communications should be addressed to THE AMERICAN NEWSPAPER DIRECTORY, Geo. P. Rowell & Co., publishers, 10 Spruce St., N. Y.

### SAMPLE OF A PEARL PARAGRAPH

IOWA.		IOWA.	
Union Co., POP, 16,9004.		Winnebago Co., Por. 7,3234.	
FTON, Enterprise, weekly,	JE	Suffalo Center. Tribune, weekly, Forest City, Independent, weekly, Winnebago Summit, w'ly, Lake Mills, Graphic, weekly. Thompson, Times, weekly.	Ķ
eston, Advertiser, daily. weekly,	KI	Winnehare Summit, wiv.	ĸ
Gazette, daily.	\$60 E	ake Milia, Graphic, weekly.	408
Morning American, daily, ?			
" weekly, \	630 C	Winneshiek Co., Pop. 22,538t.	-
News, daily, weekly, Union Co. Progress, monthly,	*K C	Calmar, Courier, weekly, Osian, Bee, weekly, DECORAH, Decorah Posten og ad Vernen,	900
Union Co. Progress, monthly,	HIL	DECORAH, Decorah Posten og ad Vernen, weekly.	743
orimor, Journal, weekly, annou City, Sun, weekly,	L	Evangeliak Luthersk Kirken-	
Van Buren. Co., Pop. 16,2534.	630	dende, weekly, • Hustreret Familieblad, w'kly.	3
rmingham, Enterprise, weekly, Reporter, weekly.	*K	Journal, Weekly.	est.
Raporter, weekly, Reporter, weekly, Reporter, weekly, Pree Press, monthly, onaparte. Record, weekly, rmington, Herald, weekly, Rews, weekly, SeasauQuA, Republican, weekly, State Line Democrat, w'kly,	*K J L K		
rmington, Herald, weekly,	K	Weedbury Co., POP. 55,633+.	¥.
News, weekly,		Anthon, Press, weekly. Correctionville, Sloux Valley News, w'kly,	K
State Line Democrat, w'kly,	3 5	Danbury, Criterion News, weekly,	K
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Wapelle Co., POP. 30,4364.	801 3	Correctionville, slouz Valley news, w kly, ushing, Ledger, weekly, Danbury, Criferion News, weekly, floorlick, Index, weekly, Ledds, Sun, weekly, loville, Mall, weekly, location, weekly, location, weekly, location, weekly,	L
don, Forum, weekly,	400	Oto, Leader, Weekly,	L
rrumwa, Courier, daily, 2	2,069 5		_
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tited with a higher circulation rating than other daily issued in Wapello County, and accuracy of its rating is guaranteed by publishers of this Directory, who will pay a ward of one handred dollars to the first per	any	Times delly,	,948 ,570
scenary of its rating is guaranteed by	the		872
publishers of this Directory, who will pay a ward of one bundred dollars to the first per	reon l	Congregational Congress, weekly,	L
Democrat dally	1.	Courier, weekly,	-
Democrat, daily.	37	Courier, weekly, Der Volksfreund, weekly, Northwest American, weekly, Northwestern Catholic, weekly,	,000
Republican, daily.	875	Oracle, weekly, 4	,000
lowa Weekly Wheel. Journal, weekly. Press, weekly. South Ottumwa News, w'kly.	K	Oracle, weekly, Skandia, weekly, Stylus weekly,	3
Press, weekly,	(V)0.3	Stylus, weekly, Tidende, weekly, Embalmer's Monthly,	矣
South Ottumwa News, w'kiy, Sun, weekly,	KJ	Embaimer's Monthly, Sloan, Star, weekly, Smithland, Exponent, weekly,	K
	1,500 8	Smithland, Exponent, weekly,	K
Warren Co., POP. 18,2094.		Worth Co., POP. 9,3474.	
arliale, Journal, weekly.	1,001	Kensett, Worth Co. Independent, w'kly,	Ļ
planola, Advocate-Tribune, weekly, Herald, weekly, Times, weekly, Warren Co. Record, weekly. Simpsonian, monthly,	K	Kensett, Worth Co. Independent, w'kly, Northwood, Anchor, weekly, Worth Co. Index, weekly, 1	,008
Warren Co. Record, weekly.	II.	Westerna Co. non 19 0674	
Simpsonian, monthly, Educator, bi-monthly,	251	Belmond, Herald, weekly,	3
iona, Bee, weekly,	L	CLARION, Wright Co. Democrat, weekly, Wright Co. Monitor, weekly,	K
	600	Dows, Advocate, weekly,	K
Washington Co., Pop. 18,4684. Insworth, Clipper, weekly,	K	Belmond, Herald, weekly, CLARION, Wright Co. Democrat, weekly, Wright Co. Monitor, weekly, Dowa, Advocate, weekly, Eagle Grove, Boone Valley Gazette, w'ly, Colded Chemicle, sakly	,013
ighton, Enterprise, weekly,	576 1	Goldfield, Chronicle, weekly,	L
alona, News, weekly,	550 L	W 4 W 4 W	
righton, Enterprise, weekly, News, weekly, alona, News, weekly, verside, Leader, weekly, ASRIBOTON, Democrat, weekly,	K	KANSAS.	
	1,272 ]	Pop. 1,427,096t.	
Press, weekly. Detective World, monthly.	3	Allen Co., Pop. 23,5004.	4
eliman, Advance, weekly,	672	Union, weekly,	L
Wayne Co., POP. 15,6704.	1	Humboldt, Herald, weekly, Union, weekly, IOLA, Friend-Herald, weekly, Register, weekly, Horan (Horantown P. O.), Herald, w'kly, Savonburg, Trio-News, weelky.	SE J
llerton, News, weekly. DAYDON, Times Republican, weekly, Wayne Co. Democrat, weekly, umeston, New Era, weekly, uneville, Inter State Herald, weekly,	3 1	Moran (Morantown P. O.), Herald, w'kly,	L
Wayne Co. Democrat, weekly,	1,032		
World, weekly.	200	Anderson Co., Por. 14,300t.	10"
neville, Inter State Herald, weekly,	L	Colony, Free Press, weekly, GARRETT, Engle, weekly,	K
Tribune, weekly, ymour, Leader, weekly, Press, weekly,	K	Journal, weekly,	K
	720	Garrary, Eagle, weekly, Journal, weekly, Kansas Agitator, weekly, Republican Plaindealer, weekly Greeley, Graphio, weekly	. 7
Webster Co., Por. 21,5824.		Greeley, Graphic, weekly,	L
ayton, Review, weekly, our Dodge, Chronicle, daily, weekly,	201	News, weekly. Light, monthly,	L
Evening Messenger (12v. )	670	Kincaid, Dispatch, weekly, News, weekly.	L
Evening Messenger, d'ly,	1,56%	Westphalia, Times, weekly,	K
Baturday Evening Post, WW.	. 3	Atchison Co., Pop. 26,759†. Atchison, Champion, daily. weekly,	_
Times, weekly, owrie, News, weekly, chigh, Lehigh Valley Argus, weekly,	L		開

SAMPLE OF A "PEARL PARAGRAPH" AS IT WILL APPEAR WHEN INSERTED IN THE CATALOGUE BY COUNTIES IN THE AMERICAN NEWSPAPER DIRECTORY FOR 1896—SEE OPPOSITE PAGE.

### **Opposite**

## Memphis

I have recently related the fact that my insistence that no one who does not send a check in full payment with his order shall have a displayed advertisement in the position opposite the description of his paper, in the catalogue portion of The American Newspaper Directory, had resulted about as might be expected, and that I had taken but FIVE page orders in all for the choicest possible positions.

These orders were as follows:

The COURIER-JOURNAL has the page OPPOSITE LOUISVILLE. The STAR has the page OPPOSITE KANSAS CITY. The EVENING POST has the page OPPOSITE NEW YORK CITY. The POST-DISPATCH has the page OPPOSITE ST. LOUIS. The GLOBE-DEMOCRAT the second choice OPPOSITE ST. LOUIS-

I have since been called upon, however, to reserve for the COMMERCIAL APPEAL the page opposite Memphis.

The price of a page in the full position speci-

fied is \$150.00, cash with order.

I still have only two quarter-page orders for advertisements in full position. One of these is from Scranton, Pa., TRUTH, and the other from Newark, N. J., FREIE ZEITUNG.

I can still insert an advertisement in any place in the Directory if received before Midnight of Saturday, April 18th.

I still take advertisements without special position, and charge the same on advertising account. 1/2 page, \$90; 1/4 page, \$50. page, \$150. Address orders to

### PETER DOUGAN,

SOLE AGENT FOR DISPLAYED ADVERTISEMENTS IN AMERICAN NEWSPAPER DIRECTORY FOR 1896, No. 10 SPRUCE STREET, NEW YORK.

Since the above was put in type, an Advertising Agency has astonished me by handing in a \$150 check for the page opposite Yonkers, to be occupied by the Yonkers, N. Y., HERALD, and two more checks, for \$90 each, for quarter page spaces in full position for the Dallas, Texas, Christian Advocate and the Dallas, Texas, FARMER.

88888888888888888888888888888888

# The Cleveland Plain Dealer

(PRICE TWO CENTS.)

The Great Morning Newspaper of Northern Ohio.

> Is delivered to the homes every morning and **Sunday** for ten cents a week.

> > (PRICE OF SUNDAY, FIVE CENTS.)

### The Evening Post ...

Ten Pages, one cent, has a large home circulation.

For awhile . .

all advertisements taken for the daily Plain Dealer will appear in the Evening Post.

C. E. KENNEDY,

General Manager.

. 44

General Advertising Department.

C. J. BILLSON, Manager.

86-87 Tribune Building, New York.
523 Chamber of Commerce, Chicago.



## **A Full Hand**

is not pleasant, but a full store, full of customers, is usually agreeable. If you put a good, inviting card in the

### STREET CARS

people will know all about you and become buyers. Why not consult us about it?

### GEORGE KISSAM & COMPANY

Postal Telegraph Building, New York.



### Left Behind...

In the race for business, many men are left behind by being antiquated and slow in their methods. The live, progressive men are those who see the benefit of first-class advertising. It is now conceded that the

# STREET CARS....

give the very best method of publicity. Write us for details.



George Kissam & Company,

253 BROADWAY, N. Y.



## A Good Catcher

is a well-written and illustrated card in the

## STREET CARS

The impression is sure. It can't be thrown aside like a newspaper or a circular, but it's always in evidence, morning, noon and night. Write us for details and rates.



GEO. KISSAM & CO.,

253 Broadway, N. Y.



### Cleaning Up Stocks

IS NOT ALWAYS AN EASY PROCESS. THEY MUST BE MADE TO "MOVE." A GOOD, SEASONABLE CARD, IN OUR

## Street Cars

will do the business. Send us a postal card for rates and folder, covering all the principal cities of the United States and Canada.

George Kissam & Co.,

253 BROADWAY, N. Y.



# Stepping Stones To Success

THE river of business is broad and there is no bridge. There are stepping-stones ready at your hand. You can get safely to the success-side of the river if you use them. It will take eleven stones to get you safely across—A-D-V-E-R-T-I-S-I-N-G. If you use part of them and quit, you will be stuck in the middle of the river.

### على على على على على

### PERSISTENCE PAYS......

We are ready to talk advertising to you at any time you please. We are ready to spend one hundred dollars for you, or one hundred thousand dollars. The writers and artists who work for us prepare the best ads that appear in the newspapers. No other agency pays its advertising bills so promptly as we do, and so no other agency can hope to get as low prices as we get.

20,20,20,20

ENTREDISTRICATION AND THE CONTROL OF THE PROPERTY OF THE PROPE

THE GEO. P. ROWELL ADVERTISING CO.,
10 SPRUCE ST., NEW YORK.